



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Experimentation in Innovation Management

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According to Nassim Taleb

LEARN TO FAIL WITH PRIDE,
COMFORT AND PLEASURE.



Experimentation

An experiment is a planned activity to validate one or more assumptions of an idea.



Some examples of assumptions



Types of assumptions to be validated

- Need
- Technical
- Production
- Commercial



Outcome of an experiment

- Success
- Failure
- Learning



- KEY IS TO DESIGN A LOW COST EXPERIMENT



FAILURE FALLACY is the main villain in experimentation.



Thank You

