JAVELIN BOARD
method created by lean**startup**machine

Project Name:

Team Leader Name:

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.

Experiments		1	2	3	4	5
Who is your customer? *(Time Limit: 5 Min)*	**Customer**	People buying Vespas on Craigslist	People with difficult commute NYC	People with difficult commute NYC		
What is the problem? Phrase it from your customer's perspective. *(Time Limit: 5 Min)*	**Problem**	Relying on products that use oil	Understanding safety & time saving of Vespa	Vespa too expensive for identity risk		
Define the solution only after you have validated a problem worth solving. *(Time Limit: 5 Min)*	**Solution**		Vespa One-Pager + Trial	Rent Vespa & Return It If Not Fit		
List the assumptions that must hold true, for your hypothesis to be true. *(Time Limit: 10 Min)*	**Riskiest Assumption**	Care about environment	No friends Vespa	Pay $250/month		

Need help? Use these sentences to help construct your experiment.

To form a Customer/Problem Hypothesis:
I believe <u>my customer</u> has a problem <u>achieving this goal</u>.

To form a Problem/Solution Hypothesis:
I believe <u>this solution</u> will result in <u>quantifiable outcome</u>.

		1	2	3	4	5
Success Criterion		INTERVIEW: 5/20 buying Vespa bc environment important	INTERVIEW: 8/10 don't have friend with Vespa	SELL: 15 email addresses in 2 hours		

🏃 **GET OUT OF THE BUILDING!**

To form your Assumptions:
In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.

To identify your Riskiest Assumption:
The assumption with the least amount of data, and core to the viability of my hypothesis is...

		1	2	3	4	5
Result & Decision		0/20 PIVOT!	5/10 PIVOT!	50+ in 2 hours PERSEVERE!		

Determine how you will test it:
The least expensive way to test my assumption is...

Determine what success looks like:
I will run experiment with <u># of customers</u> and expect a strong signal from <u># of customers</u>.

		1	2	3	4	5
Learning		- Skinny Tie! - Buying for lifestyle	- "I'm not a scooter person" - Lifestyle is a risk	- People typing in ALL CAPS - Jumping out of seat to try		