leanstartupmachine

Validation Board

Project Name:

Team Leader Name:

Track Pivots

	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	*Tip:* For two-sided markets, always validate the riskier side first				
Problem Hypothesis		*Remember:* Limit one sticky-note per box. Write in ALL CAPS. Do not write more than 5 words on any sticky-note			
Solution Hypothesis	*Tip:* Do NOT define a solution until you've validated the problem				

Design Experiment

Tip: Clear all post-its from this area after each experiment is completed

Core Assumptions
Any assumption that, if invalidated, will break the business

Riskiest Assumption
Which Core Assumption has the highest level of uncertainty?

Method
What is the lowest cost way to test the Riskiest Assumption?

Choose: Exploration, Pitch, or Concierge

Minimum Success Criterion
What is the weakest outcome we will accept as validation?

Results

GET OUT OF THE BLDG

Invalidated
If Invalidated, pivot at least one Core Hypothesis

Only put the Riskiest Assumption from an experiment in these boxes

Record data & learnings separately

1	2
3	4
5	6

Validated
If Validated, brainstorm and test the next Riskiet Assumption

1	2
3	4
5	6