

Hypothesis Test Card

Dismiss uncertainties of your business idea to reduce risk

Key Figures

Project Name _____

Test Name _____

Owner _____

Date _____

Test Specifications

Low (1) High (5)

Set-up time

Run time

Test costs

Evidence strength

Testing objective

- Desirability Feasibility
- Viability Corporate fit

Hypothesis

We believe that ...

Experiment Description

To verify that, we will ...

Validation Criteria

We are right, if ...

Decision Gate

Validated Falsified Unclear

Learnings

Next Steps