

What's critical to test?



- 1** Document 4-8 key assumptions about your business that underpin how you want to grow
- 2** Take one assumption and ask "how important to our business is it that this is true?"
- 3** Then ask "How much real evidence do I have to prove this is true?"
- 4** Then take the next assumption and place it RELATIVE to the first (i.e. is it more or less important? Do I have more or less evidence?)
- 5** Assumptions towards the top right (highly important with little evidence) are the primary candidates for experiments

