



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

## Design Experiment

*Tip: Clear all pivots 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*

### Validated

*If Validated, transform and test the next Riskiest Assumption*

1	2	1	2
3	4	3	4
5	6	5	6

*Only put the Riskiest Assumption from an experiment in these boxes*

*Record data & learnings separately*