TEMPLATE 13 · INNOVATION

Assumption & Experiment Board

Surface the assumptions an idea depends on, test the riskiest ones cheaply, and decide on evidence.

InflexionIQ

Every new idea is a bundle of assumptions. The fastest way to waste money is to build before testing the ones that could kill it.

HOW TO USE IT

01 **List assumptions** under desirability, feasibility and viability. Write each as a statement that could be false.

02 **Map them** by importance and by how much evidence you have (page 2).

03 **Test the top-left quadrant first:** critical assumptions with little evidence.

04 **Design small experiments** with a pass mark set in advance, and record what you learn (page 3).

Set the pass mark before you run the test.
Otherwise every result looks like success.

THREE KINDS OF ASSUMPTION

D Desirability

Do customers want this? Will they change behaviour, switch or pay?

F Feasibility

Can we build and deliver it, with our skills, partners, technology and regulation?

V Viability

Should we? Will it make money at a cost and price that work?

CHEAP EXPERIMENTS, FROM FAST TO SLOW

Interviews
Ten conversations about the problem, not the solution.

Landing page
Describe the offer, measure sign-ups or clicks.

Mock sale
Ask for a letter of intent or a deposit.

Concierge
Deliver it by hand to a few customers.

Pilot
A small, real version with clear success measures.

GOOD EVIDENCE

- What people do beats what they say.
- Money or time committed beats praise.
- Several sources beat one enthusiastic champion.

AFTER EACH TEST, DECIDE

- Persevere: the evidence supports it. Test the next assumption.
- Pivot: change part of the idea and test again.
- Stop: the idea doesn't hold. Record why, and move on.

Assumption map

IDEA

DATE

InflexionIQ

HI

↑

LO

Test first

Critical, and we have little evidence

Monitor

Critical, and we have good evidence

Explore later

Less important, little evidence

Park

Less important, good evidence

LITTLE EVIDENCE

EVIDENCE →

STRONG EVIDENCE

Assumptions

Type: D, F or V

#	WE BELIEVE THAT...	TYPE
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		
11		
12		
13		
14		

Importance ↑ up the side. Write each number on the map.

Experiment cards

IDEA

DATE

InflexionIQ

T1 Experiment

ASSUMPTION TESTED (#)

WHAT WE'LL DO

WHAT WE'LL MEASURE

PASS MARK, SET IN ADVANCE

WHAT HAPPENED

WHAT WE LEARNED

☐ PERSEVERE ☐ PIVOT ☐ STOP

T2 Experiment

ASSUMPTION TESTED (#)

WHAT WE'LL DO

WHAT WE'LL MEASURE

PASS MARK, SET IN ADVANCE

WHAT HAPPENED

WHAT WE LEARNED

☐ PERSEVERE ☐ PIVOT ☐ STOP

T3 Experiment

ASSUMPTION TESTED (#)

WHAT WE'LL DO

WHAT WE'LL MEASURE

PASS MARK, SET IN ADVANCE

WHAT HAPPENED

WHAT WE LEARNED

☐ PERSEVERE ☐ PIVOT ☐ STOP

T4 Experiment

ASSUMPTION TESTED (#)

WHAT WE'LL DO

WHAT WE'LL MEASURE

PASS MARK, SET IN ADVANCE

WHAT HAPPENED

WHAT WE LEARNED

☐ PERSEVERE ☐ PIVOT ☐ STOP