



Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	<i>Tip: For two-sided markets, always validate the riskier 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 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		Validated	
<i>If Invalidated, pivot at least one Core Hypothesis</i>		<i>If Validated, brainstorm and test the next Riskiest Assumption</i>	
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