
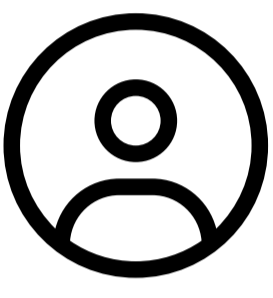
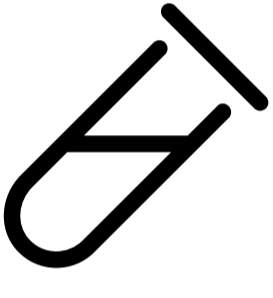
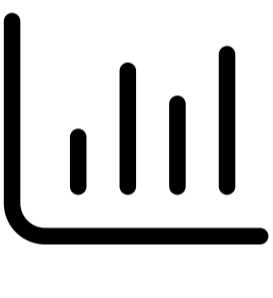




Validation Board

Designed for:

Date:

	Problem <small>Validate whether a chosen customer segment experiences the problem that you want to solve</small>	Solution <small>Validate whether your solution (or the value proposition that represents your solution) is perceived as a solution for the problem for a selected customer segment</small>	Acquisition channels <small>Validate for the selected customer segment and solution whether you can find customer acquisition channels (marketing channels) to reach your customer</small>
Test <small>Name your test</small>			
Hypothesis <small>What you want to test, your assumption. Depending on what you're testing this is the problem, solution or customer acquisition channel. Complete the sentence: "We believe that..."</small>			
Customer segment <small>Describe who your customer is for this test. This can change greatly during problem and solution testing but will become more stable and specific once you move towards your final solution, customer acquisition channels etc.</small>			
Test method <small>Describe how you will perform the test. Make sure to run multiple test with different methods to verify important hypothesis. Complete the sentence: "To verify that, we will..."</small>			
Success metric <small>Describe how you will measure your test and what the minimum outcome needs to be for you to pass the test as successful.</small>			
Get out of the building! <small>Find people to talk to in person, by video call, phone, or however else you can perform your tests with your customer.</small>			
Result <small>What is the actual success metric you observed?</small>			
Learnings & insights <small>What did you learn from your tests and what new insights have you gained? Complete the sentence: "We learned that..."</small>			
Decision <small>Describe your decision based on this test and the next action(s) you will take. Will you pivot or persevere (continue)? Complete the sentence "Therefore, we will..."</small>	