

Hypothesis Formulator

1. What is the biggest human challenge this product resolves?

2. How will you know when that human challenge has been solved?

3. What is your unique solution to solving this biggest human challenge/gaining this knowledge it has been solved?

4. What is the biggest benefit users will receive from this solution?

5. How will their lives be changed?

Hypothesis

We believe that

_____ Question 1

will be achieved if we deliver

_____ Question 3

because customers will gain

_____ Question 4

We will know this for sure when we see

_____ Question 2

and

_____ Question 5