

Product/Marketing Mix for

	Product	Price	Placement	Promotion	People	Process	Packaging
Concept	Hypothesis						
	Measurement Goal						
	Observations						
Runway	Hypothesis						
	Measurement Goal						
	Observations						
Operations	Hypothesis						
	Measurement Goal						
	Observations						
Profit/Pivot	Hypothesis						
	Measurement Goal						
	Observations						

Suggested hypothesis format:

We believe [biggest problem that will be solved] will be achieved if we deliver [product] because customers will gain [benefit].
We will know this for sure when we see [measurement] and [how their life is changed].

