

# Validating your Business using the Validation Board

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# Lean Startup Machine Validation Board PowerPoint Template

Project Name

Team Leader Name

Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	Tip: For two-sided markets, always validate the riskier side first				
Problem Hypothesis					
Solution Hypothesis					

Design Experiment	Riskiest Assumption	Results	Invalidated	Validated
Core Assumptions	Method		1 2	1 2
	Minimum Success Criterion		3 4	3 4
			5 6	5 6

THIS IS A SAMPLE TEXT



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## Validation Board

Project Name:

Team Leader Name:

Team Member	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	<b>Goal: Decrease time and money spent between pivots</b>				
Product Hypothesis					
Channel Hypothesis					

Design Experiment	Results	Invalidated	Validated
Product = Experiment	Fastest Assumption	1	1
	Market	2	2
	Business Success Criteria	3	3
		4	4
		5	5
		6	6

**GET OUT OF THE BLDG**



[www.ValidationBoard.com](http://www.ValidationBoard.com)

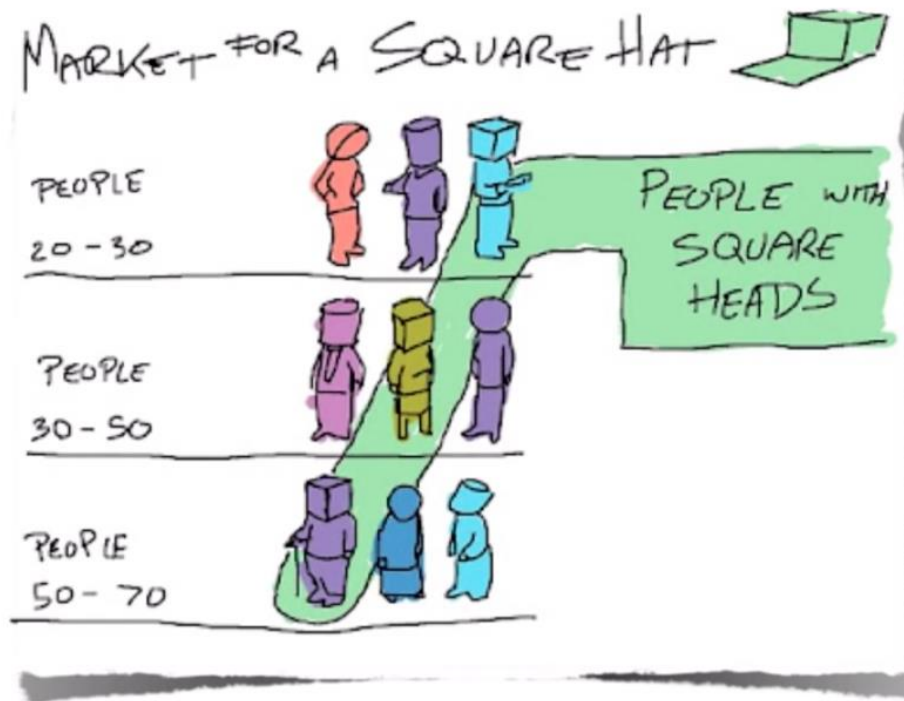
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# **STEP 1:** **Define Your Hypothesis**



# CUSTOMER



taken from the book The Lean Entrepreneur [www.leanentrepreneur.co](http://www.leanentrepreneur.co)



# PROBLEM

- Must be specific to the person!

## INCORRECT:

- “People are not recycling” is not a problem someone has

## CORRECT:

- “Forgets the day of the week for collection”
- “Confused how to sort plastics”
  
- Two similar but *different* problems



# SOLUTION

Do not define until the problem is validated

**Why?** Because every problem has multiple solutions





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## Validation Board

Project Name:

Team Leader Name:

Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	Customer				
Problem Hypothesis	Problem				
Solution Hypothesis					

Design Experiments	Riskiest Assumption	Results	Invalidated	Validated
Core Assumptions	Method	<b>GET OUT OF THE BLDG</b> 	1	2
	Minimum Success Criterion		3	4
			5	6

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**STEP 2:**  
**Plan your MVP**  
**(ie. Experiment)**



# What must we **learn**?

What are the **Core Assumptions** of our business?

**Prioritize:** Which **Assumption** is the **Riskiest**?





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Customer Hypothesis	Customer				
Problem Hypothesis	Problem				
Solution Hypothesis					

Design Experiments			Riskiest Assumption	Results →	Invalidated		Validated	
Assumption	Assumption	Assumption			1	2	1	2
Assumption	Assumption	Assumption	Method	3	4	3	4	
Assumption	Assumption	Assumption	Minimum Success Criterion	5	6	5	6	

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# What do we **build** to test?

1. **Exploration** -> reproduce problem
2. **Pitch** -> collect currency
3. **Concierge** -> deliver customer expectation

(Methods increase in cost of testing)



# How do we **measure** result?

Decide on the **weakest outcome**  
you will accept as validation

This is called the  
**Minimum Success Criterion**





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## Validation Board

Project Name

Team Leader Name

### Track Pivots

Start

Customer Hypothesis

Problem Hypothesis

Solution Hypothesis

Start

Customer

Problem

1st Pivot

2nd Pivot

3rd Pivot

4th Pivot

### Design Experiments

Assumption

Assumption

Assumption

Assumption

Assumption

Assumption

More Assumptions

Riskiest Assumption

Riskiest Assumption

Method

Method

Minimum Success

Minimum Success

Results

Invalidated

Validated

1

2

1

2

3

4

3

4

5

6

5

6

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## **STEP 3:** **Analyze Results**





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## Validation Board

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Customer Hypothesis	Customer				
Problem Hypothesis	Problem				
Solution Hypothesis					

Design Experiments			Results	Invalidated		Validated	
Assumption	Assumption	Assumption		1	2	1	2
Assumption	Assumption	Assumption	GET OUT OF THE BLDG	3	4	3	4
Assumption	Assumption	Assumption		5	6	5	6

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## Validation Board

Project Name:

Team Leader Name:

Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	Customer	Different Customer			
Problem Hypothesis	Problem	Same Problem			
Solution Hypothesis					

### Design Experiments

Core Assumptions

#### Riskiest Assumption

Method

Minimum Success Criterion

#### Results

GET OUT OF THE BLDG



#### Invalidated

Riskiest Assumption

#### Validated

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# What Happened?

## VALIDATED

Brainstorm and test next RA

(NOTE: if you validate with the wrong customers, it is not validated)

## INVALIDATED

Pivot the hypothesis





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Thank You!