**Hypothesis Generation Worksheet**

Directions: Answer the following questions with statements that you believe to be true (regardless of level of certainty). The answers will become your “hypotheses to test” about your concept in order to:

1. Confirm this customer has the urgent and expensive problem we’re solving
2. Validate customer dissatisfaction with current solutions
3. Validate if your current concept solves that problem
4. Validate if customers would buy and use your concept
5. Discover ways to pivot concept if needed

Not all answers must be tested as hypotheses, and not all hypotheses will be captured in these questions, instead use this to stimulate your brainstorming of assumptions - be sure to list any others that come up.

**HYPOTHESES PROMPTS**

1. **Exactly what problem will this solve? (value proposition)**
   1. What urgent and expensive problem does your product aim to solve? (for buyers, for users)
   2. Why do you believe this is an expensive problem? (for buyers, for users) How expensive is it?
   3. Do the urgent and expensive problems vary by segment/persona?
   4. What are the buyers and users currently doing to solve that problem?
   5. What’s hard about solving that problem / why isn’t the problem already solved?
   6. Do your buyers currently spend money to solve the problem? Would they spend money to solve the problem?
   7. How would users define the value of your product (e.g., time saving, error reducing, process/skill building)?
   8. What about this product will make the end users’ job easier?
   9. What aspect of your product do you envision your end user will get the most value out of?
   10. How will the buyer see value / what ROI will they realize from your product (e.g. time/$ savings, errors reduced, process/skill building)?
2. **For whom do we solve that problem? (target market)**
   1. What segments/personas do your buyers and users fall into?
   2. Who do you think makes the final purchase decision for your product in an organization?
   3. Who are the influencers in the buying process?
   4. How would different segments/personas use your product differently?
3. **How big is the opportunity? (market size)**
4. How large do you believe the opportunity to be?
5. Which target market segment would you launch first, second?
6. **How will we measure success/make money from this product? (metrics/revenue strategy)**
   1. How will you know if this product is successful?
   2. What is the business case for moving forward with this product?
   3. When do we expect this product to break even? Be profitable?
7. **What alternatives are out there? (competitive landscape)**
   1. Who are your top competitors?
   2. What do customers do now to solve this problem?
   3. What do you think your competitors are good at?
   4. What do you know your competitors struggle with?
   5. Do you think your competitors are trying to solve the same problem? How are they trying to solve that problem?
   6. How do current tools/approaches/products that are meant to solve the problem fall short?
   7. Are your potential customers satisfied with alternative solutions?
8. **Why are we best suited to pursue this? (our differentiator)**
   1. What makes your product different or better than others in the market?
   2. What makes your company well positioned to solve this problem?
9. **Why now? (market window)**
10. Why do you believe this is an urgent problem (for buyers, for users)?
11. What has recently changed that makes this problem harder or more acute?
12. **How will we get this product to market? (go-to-market strategy)**
    1. What is the right price for this product? What will drive differences in price?
    2. What is attractive packaging for this product?
    3. When will buyers buy this product?
    4. What barriers would there be to buying your product?
    5. What barriers would there be to using your product?
    6. Where do your buyers get information and learn about their field?
    7. Who will sell this product? (new vs. existing sellers)
    8. What information will our sellers need to know?
13. **What factors are critical to success? (feasibility, solution requirements)**
    1. Does our company have the skills in house to create this solution? Do we need to hire an outside firm?
    2. What risks are there in creating the solution?
    3. Will any integrations be necessary for this product to be successful?
14. **Given the above, what’s the recommendation? (go or no-go)**