



BUSINESS EXPERIMENT NAME: _____

WHAT IS OUR HYPOTHESIS?

PRE-REQUISITES

HOW WILL WE MEASURE SUCCESS?

CONSTRAINTS

WHO IS INVOLVED?

HOW ARE THEY AFFECTED?

HOW WILL WE SUPPORT PEOPLE?

HOW LONG WILL WE RUN THIS FOR?

WHAT STEPS WILL WE TAKE?

HOW WILL WE COMMUNICATE THIS?