

Module III. Business

Testing business ideas course

Topic 3. Test

Activity T3.L2.1.Test Card



Co-funded by the
Erasmus+ Programme
of the European Union

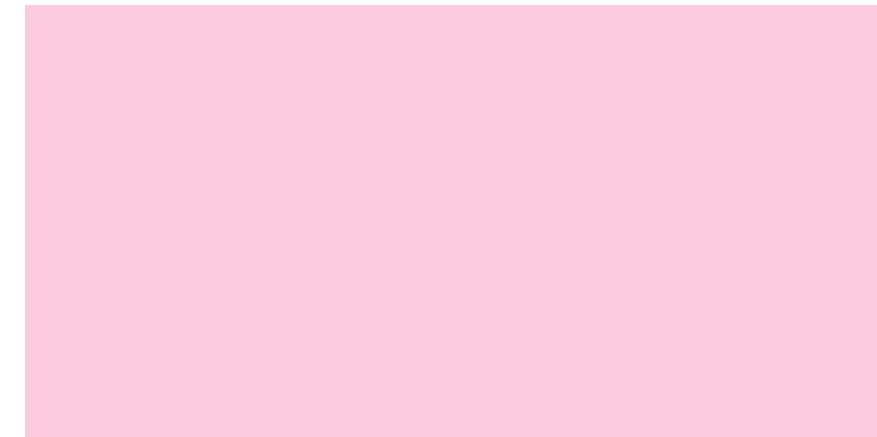


This topic...

has been prepared so that those interested in business ideas learn what are hypotheses and how to prioritize them, what are experiments, what is evidence, why is important to make a right decision and also why managing is important.

Once the topic is completed and approved learners will be able to:

- 1 Identify and prioritize hypothesis
- 2 Make the difference between weak and strong evidence
- 3 Manage with all planned activities



Co-funded by the
Erasmus+ Programme
of the European Union




A collage of torn paper and a wooden clipboard. The background is a textured, light brown paper. In the upper left, a wooden clipboard holds a white sheet of paper with the text 'Why are experiments important?'. A blue pen and a blue eraser are on the clipboard. To the right, a piece of torn, light brown paper is layered over a piece of white grid paper. The grid paper contains the text 'An experiment is a procedure performed to support, disprove, or confirm a hypothesis.' Below this, another piece of torn, light brown paper is layered over another piece of white grid paper, which contains the text 'Experiments are helping with reducing the risk and uncertainty of business ideas, they providing weak or strong evidence that supports or disproves a hypothesis, and they can be fast or slow and cheap or expensive to perform.'

Why are experiments important?

An experiment is a procedure performed to support, disprove, or confirm a hypothesis.

Experiments are helping with reducing the risk and uncertainty of business ideas, they providing weak or strong evidence that supports or disproves a hypothesis, and they can be fast or slow and cheap or expensive to perform.

Test Card 

Test Name Deadline

Assigned to Duration

STEP 1: HYPOTHESIS
 We believe that

Critical:

STEP 2: TEST
 To verify that, we will

Test Cost: Data Reliability:

STEP 3: METRIC
 And measure

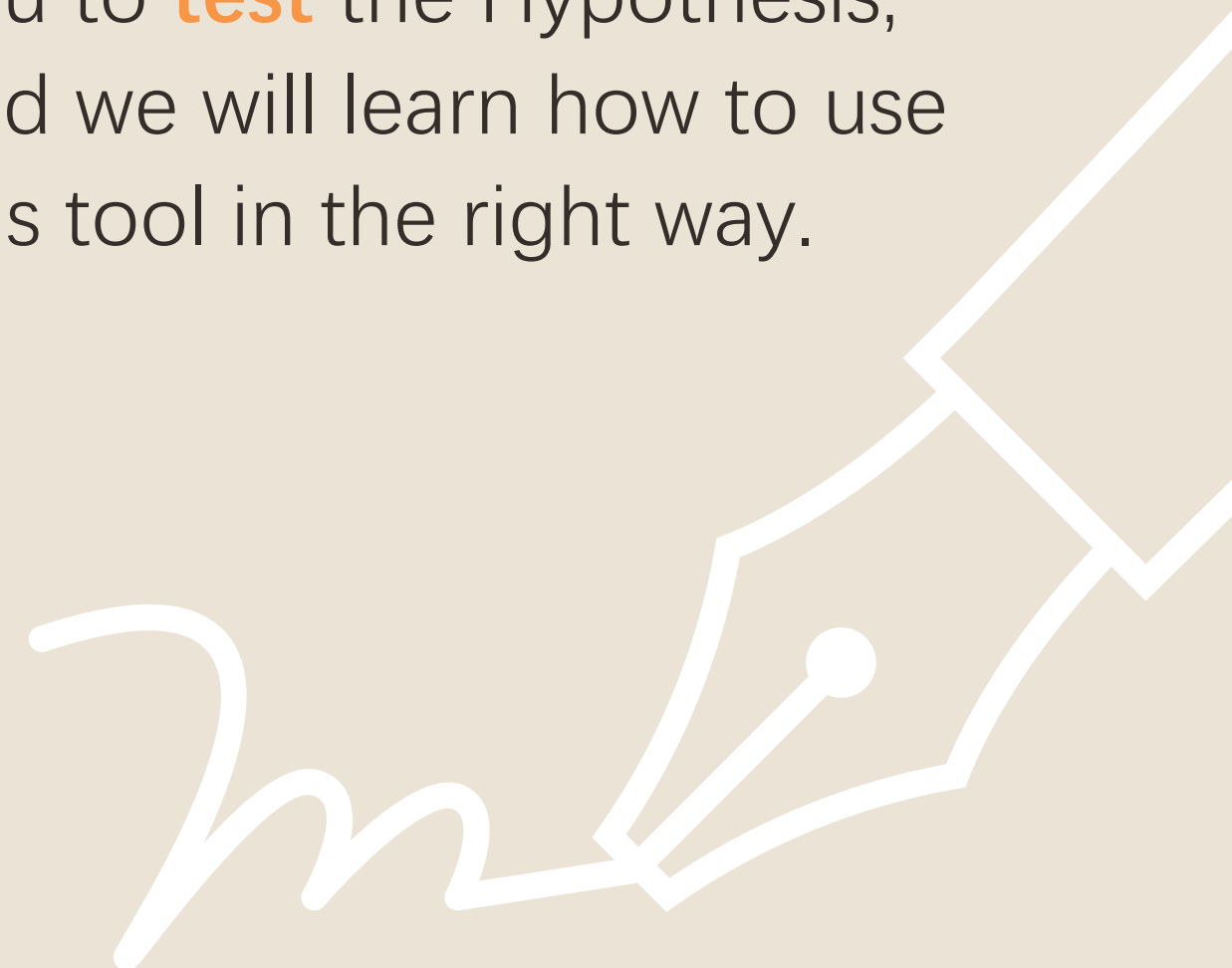
Time Required:

STEP 4: CRITERIA
 We are right if

Copyright Strategyzer AG The makers of Business Model Generation and Strategyzer

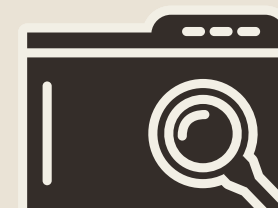
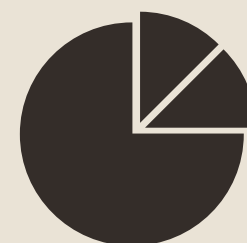
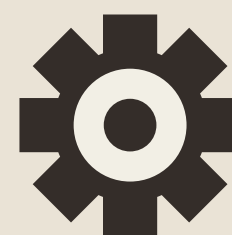
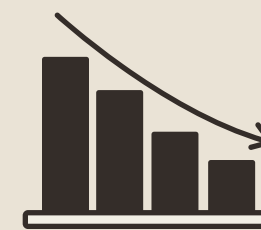
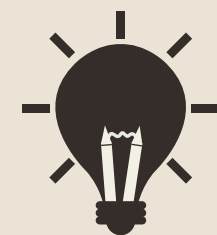
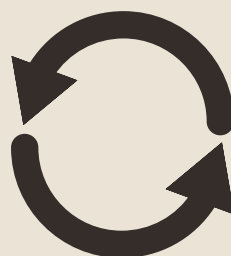
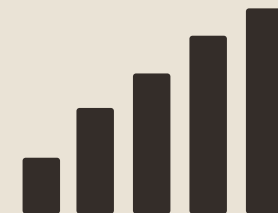
Test Card

Test Card is a tool that allows you to **test** the Hypothesis, and we will learn how to use this tool in the right way.



Activity

Fill out the Test Card following the instructions.



In real life, it takes several experiments to generate the possibility of a successful business.



