



Module III. Business

Testing
Business
Ideas
course

Topic 3. Test

Lesson 4. Mindset



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Mindset...



If your goal is to create a successful new business, you will need more than one experiment **to find the right way.**



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



Manage with all planned activities..



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In this lesson, we will learn...

- ✓ *How to manage an experiment?*
- ✓ *What are the principles of experiment flow?*



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Weekly Planning

Plan and schedule experiments for next week.

- **30–60 minutes:**
 - ✓ Once a week
 - ✓ Before weekly planning.



Daily Standups

Create daily **goals!**



Weekly Learning

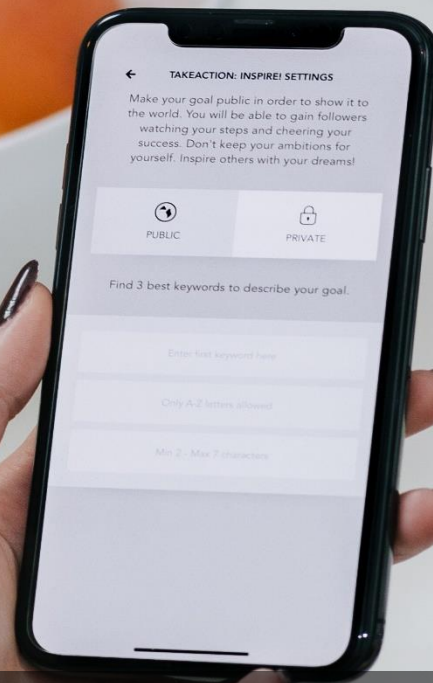
What did you learn **this
week?**



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Beweekly Retrospective



When you stop thinking, you stop learning, when you stop learning you stop improving.

That circle isn't what you want.

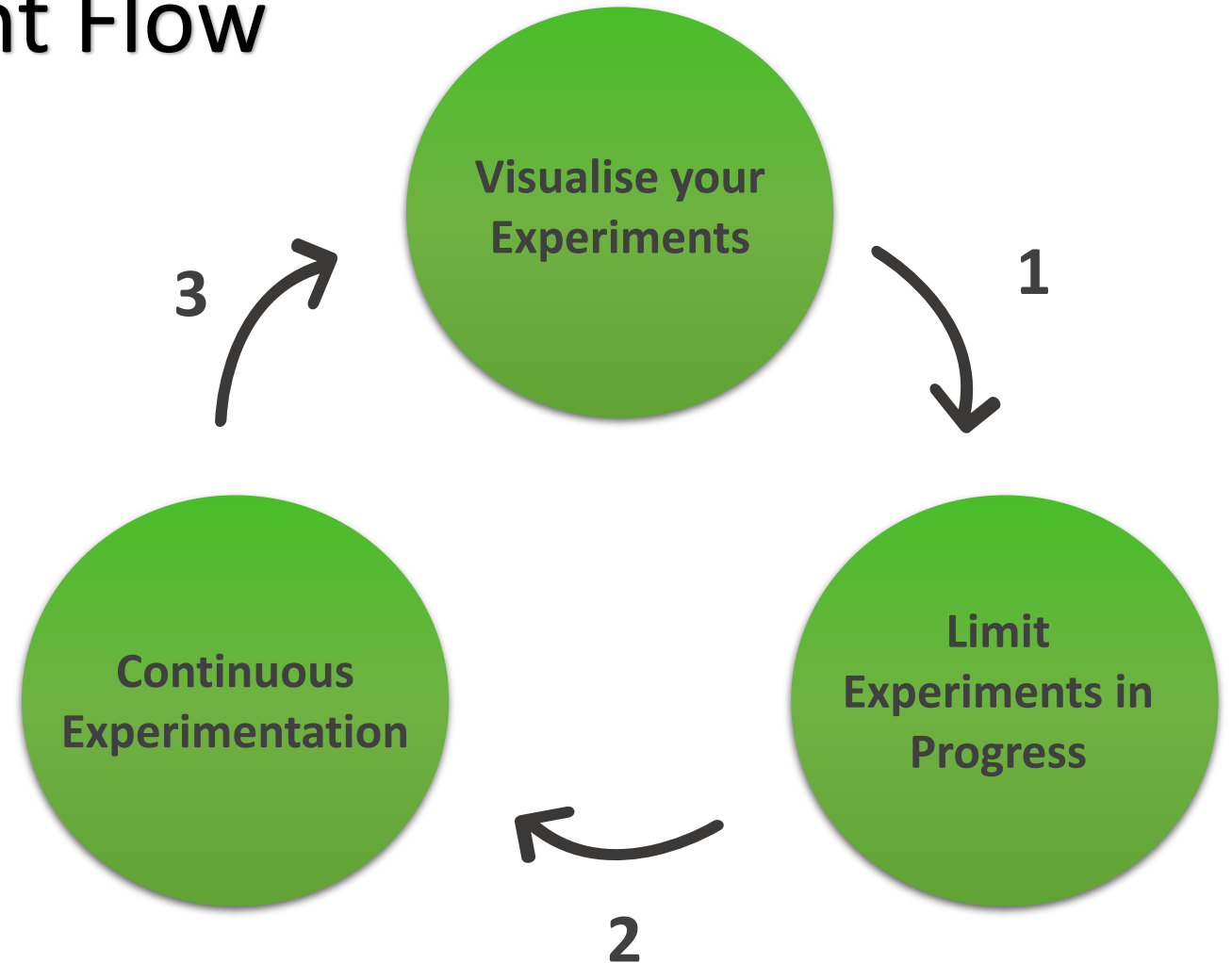
Deciding

Inform stakeholders about what you are doing, how you are doing it, how you are turning, persevering, or realizing an idea.

Principles of Experiment Flow

Performing one experiment is great, but the goal is to reduce uncertainty in your business.

What you can do?



Experiment Guidelines

1. Our customer segment is_____.
2. The total number of customers involved in our experiment is is estimated at _____.
3. Our experiment will last from _____ to _____.
4. The currency of the data we collect is_____.
5. The branding we will use for the experiment is _____.
6. The financial exposure of the experiment is _____.
7. We can exclude the experiment by using _____.



Conclusions

If your business and everything you plan to do is not properly organized there is a lot of things that can go wrong.

For example tasks can pile up, paperwork is wasted ect. And the experiment will not give the good an expected results.

It is important that you
**manage your
experiments properly.**



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