

Idea Hypothesis Canvas

Idea name:

X for Y pitch:

My THEORY of the...

Problem 🤔

The current solutions to this problem are...

Solution 💡

This solution is unique and compelling because...

Beachhead Customer 👤

The size of the potential market is...

Business Model 💰

The price customers will be prepared to pay is...

My UNTESTED assumptions are...

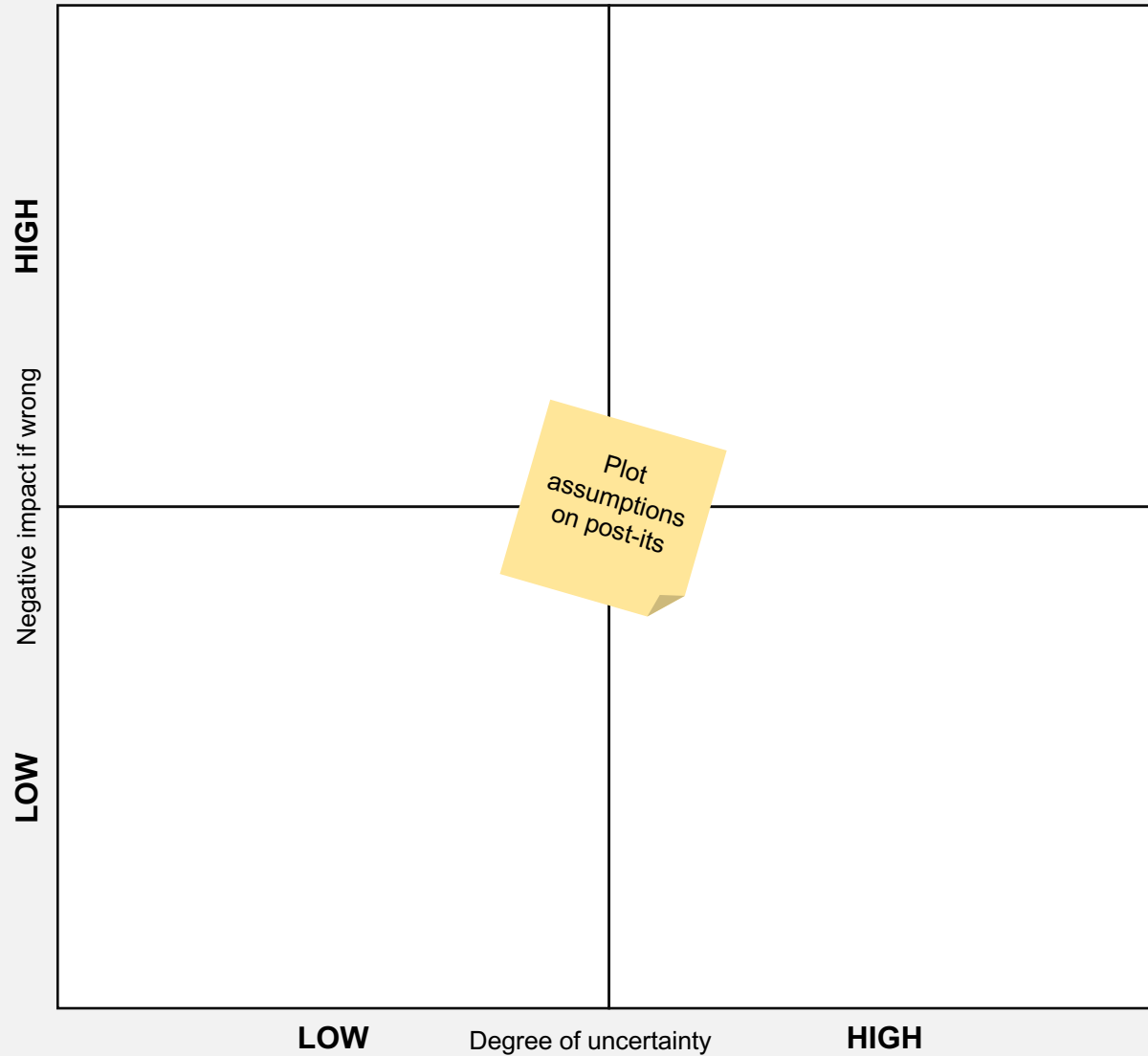
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Assumptions ranking matrix



My top 3 assumptions overall are...

1. X

2. Y

3. Z