techstars

Experiment Worksheet

Company Name:
Date:

Background

Describe the Guess, Hunch, Assumption, Risk, or Unknown you want to investigate further. Why is it critical to build evidence about the true nature of this uncertainty? Describe the dynamically changing environment surrounding this uncertainty and why expertise alone isn't sufficient to create understanding.

Degree of Impact

What impact will not knowing the true nature of this Guess, Hunch, Assumption, Risk, or Unknown have? What other uncertainties may be impacted by the evidence you generate around this uncertainty?

Managing the Experiments

What limits or guiding principles will you apply to the experiments? How will people know they're about to go too far with an experiment? Do you need to establish working agreements with any stakeholders before running these experiments?

How will you foster a diversity of background and opinion among the people running the experiments? How will you make it safe for them to constructively disagree with each other?

How will you communicate the progress and learnings from the experiments? How will you help people see the emerging patterns?

Experiment Name	Experiment Name	Experiment Name	Experiment Name
Desired Learning	**Desired Learning**	**Desired Learning**	**Desired Learning**
What do you want to learn and why? How will this experiment build evidence about the true nature of the environment?	What do you want to learn and why? How will this experiment build evidence about the true nature of the environment?	What do you want to learn and why? How will this experiment build evidence about the true nature of the environment?	What do you want to learn and why? How will this experiment build evidence about the true nature of the environment?
Hypothesis (expected result)	**Hypothesis (expected result)**	**Hypothesis (expected result)**	**Hypothesis (expected result)**
[Specific repeatable action] will create [expected specific, measurable, relevant and time-bound result]. State your hypothesis as an if/then assertion. Is this hypothesis falsifiable?	[Specific repeatable action] will create [expected specific, measurable, relevant and time-bound result]. State your hypothesis as an if/then assertion. Is this hypothesis falsifiable?	[Specific repeatable action] will create [expected specific, measurable, relevant and time-bound result]. State your hypothesis as an if/then assertion. Is this hypothesis falsifiable?	[Specific repeatable action] will create [expected specific, measurable, relevant and time-bound result]. State your hypothesis as an if/then assertion. Is this hypothesis falsifiable?
Experiment Details	**Experiment Details**	**Experiment Details**	**Experiment Details**
Describe the experiment you plan to run and how it can falsify your hypothesis. What steps are needed to run the experiment? What variables will you control, manipulate, and expect to change during the experiment? What qualitative and quantitative measures will you track?	Describe the experiment you plan to run and how it can falsify your hypothesis. What steps are needed to run the experiment? What variables will you control, manipulate, and expect to change during the experiment? What qualitative and quantitative measures will you track?	Describe the experiment you plan to run and how it can falsify your hypothesis. What steps are needed to run the experiment? What variables will you control, manipulate, and expect to change during the experiment? What qualitative and quantitative measures will you track?	Describe the experiment you plan to run and how it can falsify your hypothesis. What steps are needed to run the experiment? What variables will you control, manipulate, and expect to change during the experiment? What qualitative and quantitative measures will you track?
Safety & Recovery	**Safety & Recovery**	**Safety & Recovery**	**Safety & Recovery**
What about your experiment method protects you from harmful side effects? How will you undo the experiment upon completion or if you discover it is no longer safe to run?	What about your experiment method protects you from harmful side effects? How will you undo the experiment upon completion or if you discover it is no longer safe to run?	What about your experiment method protects you from harmful side effects? How will you undo the experiment upon completion or if you discover it is no longer safe to run?	What about your experiment method protects you from harmful side effects? How will you undo the experiment upon completion or if you discover it is no longer safe to run?
Experiment Results	**Experiment Results**	**Experiment Results**	**Experiment Results**
Describe the results from the experiment. How do they compare to your expected results?	Describe the results from the experiment. How do they compare to your expected results?	Describe the results from the experiment. How do they compare to your expected results?	Describe the results from the experiment. How do they compare to your expected results?
Learnings & Ancillary Insights	**Learnings & Ancillary Insights**	**Learnings & Ancillary Insights**	**Learnings & Ancillary Insights**
Describe what you learned from the experiment? Restate your hypothesis based on the results. If it was validated, restate it as it is. If it was invalidated, frame the hypothesis in the negative rather than the affirmative. If it was inconclusive, leave this box blank. Capture your insights that were gained unintentionally through this experiment.	Describe what you learned from the experiment? Restate your hypothesis based on the results. If it was validated, restate it as it is. If it was invalidated, frame the hypothesis in the negative rather than the affirmative. If it was inconclusive, leave this box blank. Capture your insights that were gained unintentionally through this experiment.	Describe what you learned from the experiment? Restate your hypothesis based on the results. If it was validated, restate it as it is. If it was invalidated, frame the hypothesis in the negative rather than the affirmative. If it was inconclusive, leave this box blank. Capture your insights that were gained unintentionally through this experiment.	Describe what you learned from the experiment? Restate your hypothesis based on the results. If it was validated, restate it as it is. If it was invalidated, frame the hypothesis in the negative rather than the affirmative. If it was inconclusive, leave this box blank. Capture your insights that were gained unintentionally through this experiment.