PROBLEM

{Customer and documented friction}

EVIDENCE TO SUPPLY

{Source, date and context}
What does the customer do today?

LIMIT OR DECISION

{Unvalidated assumption}
What remains unknown?

Fill-in template. No customer traction, market size or funding outcome is supplied.

INTERVIEW METHOD

{Who you spoke with and how}

EVIDENCE TO SUPPLY

{Number, roles, recruitment and period}
Keep respondents separate from buyers.

LIMIT OR DECISION

{Method limitations}
What did the sample exclude?

Fill-in template. No customer traction, market size or funding outcome is supplied.

OBSERVED FRICTION

{What you actually observed}

EVIDENCE TO SUPPLY

{Observation or approved quotation}
Keep its source beside the claim.

LIMIT OR DECISION

{What it does not prove}
Interest is not revenue or adoption.

Fill-in template. No customer traction, market size or funding outcome is supplied.

PROPOSED SOLUTION

{Task the prototype should support}

EVIDENCE TO SUPPLY

{Actual prototype or labeled concept}
Show the customer task.

LIMIT OR DECISION

{Validation still needed}
Separate proposed pricing from willingness to pay.

Fill-in template. No customer traction, market size or funding outcome is supplied.

VALIDATION MILESTONES

{Next experiment and learning goal}

EVIDENCE TO SUPPLY

{Hypothesis, method, period and owner}
Define a useful result before testing.

LIMIT OR DECISION

{Resources and stop condition}
What result would change the plan?

Fill-in template. No customer traction, market size or funding outcome is supplied.

FUNDING REQUEST

{Ask tied to the next learning milestone}

EVIDENCE TO SUPPLY

{Amount, use of funds and runway assumptions}
Explain how the estimate was built.

LIMIT OR DECISION

{Next conversation and evidence}
Name what remains unvalidated.

Fill-in template. No customer traction, market size or funding outcome is supplied.