

# Assumptions mapping template

## Do they want this?

Who are the target customers for our solution?

What problem do our clients want to solve?

How are our clients solving this problem today?

Why our customers currently can't solve this problem?

What result do our clients want to achieve?

## Can we do this?

What are our biggest technological challenges?

What is our biggest legal or regulatory risk?

What are the obstacles regarding your internal policy and management?

Why does your organisation support this solution?

How will our solution make money for itself?

## Should we do this?

What are our main customer acquisition channels?

How can we encourage customers to use our solution?

How do we encourage customers to recommend our solution to others?

How does this solution support our company's vision?

Who are the main competitors in the context of our solution?

# Assumption matrix

This things are known:  
**let's plan actions!**

Known: we have an evidence

Not important for now:  
**maybe later?**

Important

Important

If this assumption is incorrect, will it be dangerous to the success of .....?

This riskiest assumptions:  
**to evaluate/research**

Unknown: we have no evidence

We have minimum knowledge about it and it is unimportant: **to pivot, experiment or toss**

Start here ↓