# **Assumptions Map**

# Desirable

- Who are the target customers for our solution?
- What problem do our customers want to solve? • How do our customers solve this problem
- today?
- Why can't our customers solve this problem today?
- What is the outcome our customers want to achieve?
- Why will our customers stop using their current solution?

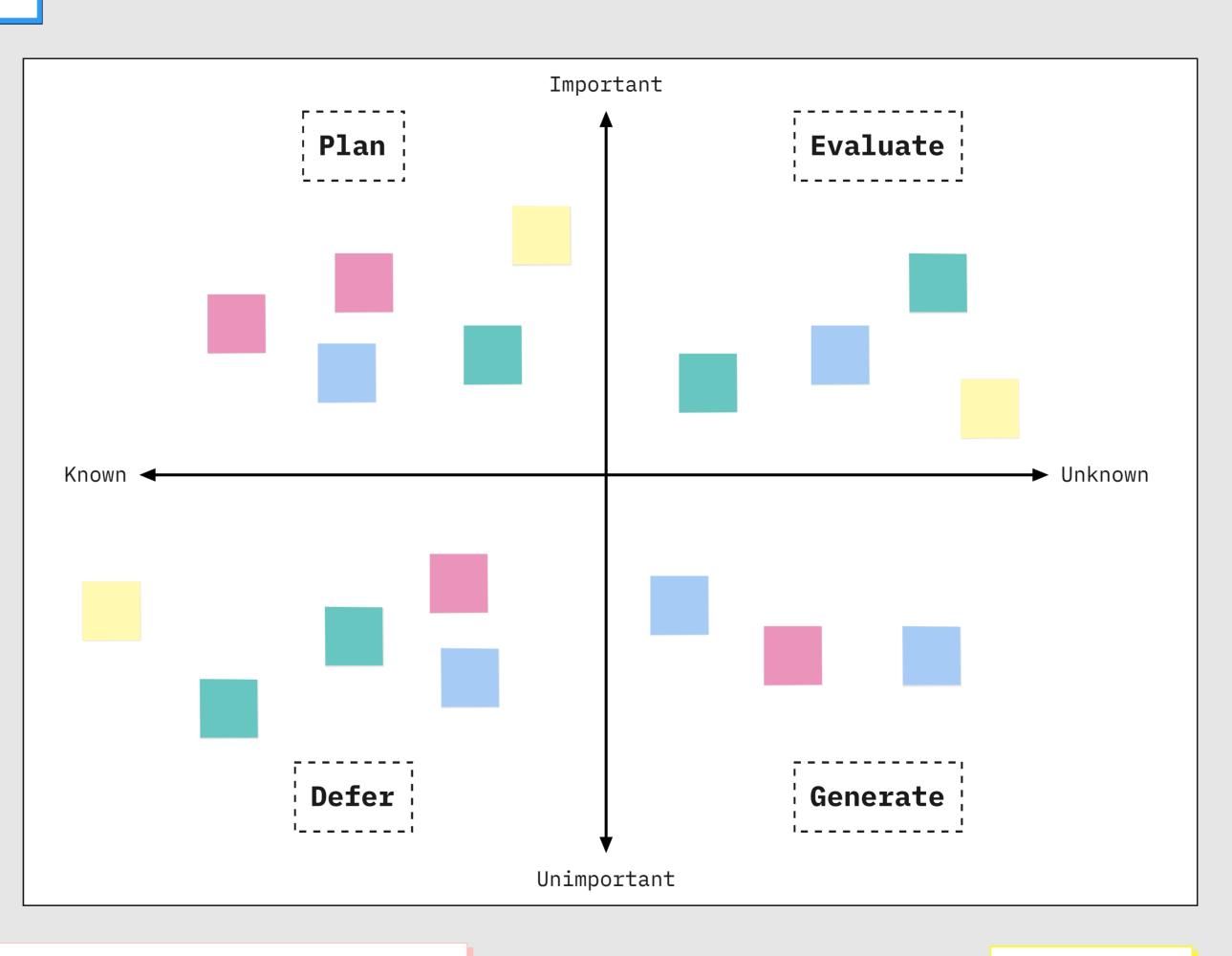
# Viable

- What are our main acquisition channels for obtaining new customers?
- How will our customers repeatedly use our solution?
- Why will our customers refer us to new customers?
- How does this solution support our company vision?
- Who are the primary competitors to our solution?
- How will our solution generate revenue?

#### Feasible

- What are our biggest technical or engineering challenges?
- What are our biggest legal or regulatory risks?
- What are our internal governance or policy hurdles?
- Why does our leadership team supports this solution?
- Where does our funding for this solution come from?
- Why is our team uniquely positioned to win?

# **Other Assumptions**



# R&D Toolkit || Explainer >> <a href="http://marc.tools/assumptions-map">http://marc.tools/assumptions-map</a>

Project..... Date.....

**Create Things!**