

Assumptions Map

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

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

