YOUR QUICK TOUR

Spend on evidence before scale

A test is a small, honest experiment that helps you decide what to do next.

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Measure behaviour, not praise 7

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YOUR FINISH LINE

One clear decision backed by a real behaviour signal: continue, change one assumption or stop before the costly commitment.

01 / MEET YOUR GUIDE

Omar tests breakfast before buying an oven

Fictional example: Omar, his food business and all details are invented.



THE BIG PLAN

Omar wants to buy equipment and launch five corporate breakfast boxes. Friends say the idea sounds excellent.

THE TINY TEST

He borrows kitchen time, offers one sample menu to ten nearby offices and asks for a refundable deposit before choosing a delivery day.

THE DECISION

Only one box size gets serious interest. Omar changes the menu and repeats the test before buying equipment. The test reduces uncertainty; it does not guarantee success.

02 / NAME THE GUESS

Turn assumptions into testable statements

A vague hope cannot guide a decision. Write what must be true and what you expect to observe.

ASSUMPTION

"Busy office teams want breakfast delivery." This sounds sensible but does not define who, when, value or action.

HYPOTHESIS

"Office managers in this area will reserve a ten-person breakfast box for weekday meetings after seeing one sample menu."

BEHAVIOUR SIGNAL

A reservation, deposit, booked call, sample request or completed trial is stronger evidence than a compliment.

COPY-READY PROMPT

"Turn my business idea into five assumptions about customer, problem, channel, price and delivery. For each, suggest one low-cost test, one behaviour to measure and one decision rule."