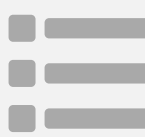



 Riskiest assumption

 Next Steps


 Falsifiable hypothesis


 What you expect to happen

 What actually happened

 Conclusion

We believe, that  
with at least  
selected from our  
results in at least  
responses like  
within

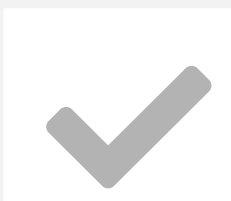
 Performing the experiment


 Minimum nr of respondents

 Target audience

,

 Percentage positive results

 What counts as a positive result

 Time frame

☐ Validated

☐ Invalidated

☐ Inconclusive