

Stage	Idea Validation		Problem Solution Fit		Product Market Fit				
You're testing	Problems		Solutions		Features		Growth	Pricing	
Riskiest Assumption	Customers understand the idea	You can find people who experience & care about the problem	You can come up with solutions that resonate with customers	You can find a solution customers prefer over all alternatives	You can reach interested customers	You can get customers to commit	You can get customers to come back	You can get customers to bring new customers	You can get customers to pay
Business Model Canvas	Customer Segment		Value Proposition		Channels	Value Proposition	Customer Relationships		Revenue Streams
Pirate Metrics	Acquisition		Activation		Acquisition	Activation	Retention	Referral	Revenue
Experiment Recipe									
01 Friends & Family	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment					
02 Exit Poll	Qualitative Experiment	Qualitative Experiment							
03 Map the Problem	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment							
04 Online Research	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment					
05 Fake Button	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment				
06 Does it Resonate?	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment					
07 Upvote	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment					
08 Test the Competition		Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment		Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment		Qualitative/Quantitative Experiment
09 Customer Journey		Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment		Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment		
10 Wizard of Oz			Qualitative/Quantitative Experiment	Qualitative/Quantitative Experiment					
11 Advertisement			Quantitative Experiment	Quantitative Experiment	Quantitative Experiment				
12 Landing Page			Quantitative Experiment	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment			Quantitative Experiment
13 Waiting List					Quantitative Experiment	Quantitative Experiment			
14 Pre-sell					Quantitative Experiment	Quantitative Experiment			Quantitative Experiment
15 CrowdFunding					Quantitative Experiment	Quantitative Experiment			Quantitative Experiment
16 Popup					Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment
17 Concierge Model					Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment
18 Free Drives Paid					Quantitative Experiment	Quantitative Experiment	Quantitative Experiment		Quantitative Experiment
19 Viral					Quantitative Experiment		Quantitative Experiment	Quantitative Experiment	
20 Network Effect					Quantitative Experiment			Quantitative Experiment	
21 Retention							Quantitative Experiment		
22 Pricing					Quantitative Experiment	Quantitative Experiment			Quantitative Experiment
23 Raise the Price					Quantitative Experiment	Quantitative Experiment			Quantitative Experiment
24 Beta / Soft Launch					Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment	Qualitative Experiment
25 MVP Experiment					Quantitative Experiment	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment	Quantitative Experiment

■ Qualitative Experiment
■ Qualitative/Quantitative Experiment
■ Quantitative Experiment