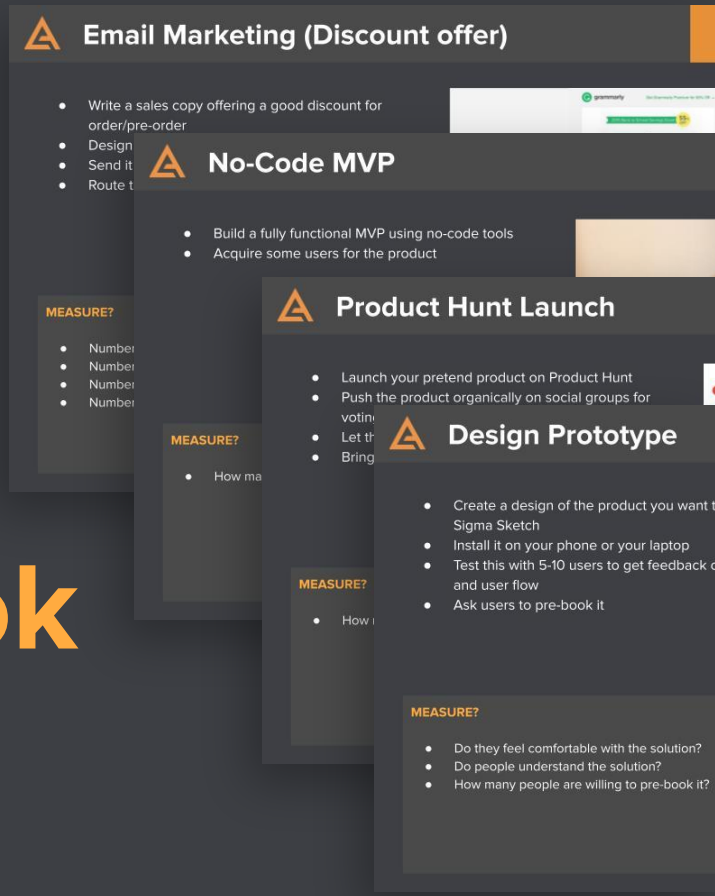
Lean Apps

Experiment Playbook

Experimentation-as-a-service



25 experiments to de-risk your innovation portfolio without writing a single line of code

Why experimentation-as-a-service?

- **NO internal support** for testing new business ideas or experimentation
- **NO real data** or limited data for the unknowns in the idea
- Most investment **decisions are gut feel** driven
- Big investment of time and money are made on 5-10 ideas. **NO portfolio** is built

- Team of experts execute **experiments in 24-48 hours** and deliver real data
- **Data has skin-in-the-game** from customer: time and money. High evidence is delivered
- **Exact probability of success** of an idea is delivered. Investment decisions are objective
- Put small bets in 50-100 ideas and make **data-driven decision to invest** in winners

Clear Outcome - Data driven portfolio investments

Probability of success

Idea 1

- Very likely - 90%
- Likely - 70%
- 50/50 - 50%
- Unlikely - 30%
- Very unlikely - 10%

Experiment 3
Experiment 5
Experiment 4
Experiment 1
Experiment 2

INVEST

Idea 2

- Very likely - 90%
- Likely - 70%
- 50/50 - 50%
- Unlikely - 30%
- Very unlikely - 10%

Experiment 3
Experiment 1
Experiment 4
Experiment 2
Experiment 5

KILL

Idea 3

- Very likely - 90%
- Likely - 70%
- 50/50 - 50%
- Unlikely - 30%
- Very unlikely - 10%

Experiment 2
Experiment 3
Experiment 5
Experiment 1
Experiment 4

TEST MORE

What’s in this playbook?

Problem & Customer Experiments

- Interview B2B people (Problem)
- Storyboard and Illustrations
- Digital Survey
- Brochure/Flyer
- Keyword Research
- Email Marketing (Problem)
- A/B test - Digital Ads (Problem)
- Simple Landing Page (Problem only)

Solution Experiments

- Design Prototype
- Product demo video
- Landing Page (Solution + Features)
- Product Hunt launch
- Email marketing (problem and solution)
- Online communities
- LinkedIn Sales pitch
- Digital Ads (solution)
- Explainer video (animated)
- No-code MVP

Viability Experiments

- Landing Page (Pricing + Fake Checkout)
- Wizard of Oz (or Concierge)
- Letter of Intent (for B2B)
- Marketing video + Ad (with Solution)
- Email Marketing (Discount offer)
- Online Communities
- LinkedIn Sales Pitch
- Digital Ads (Solution)

Problem Experiments

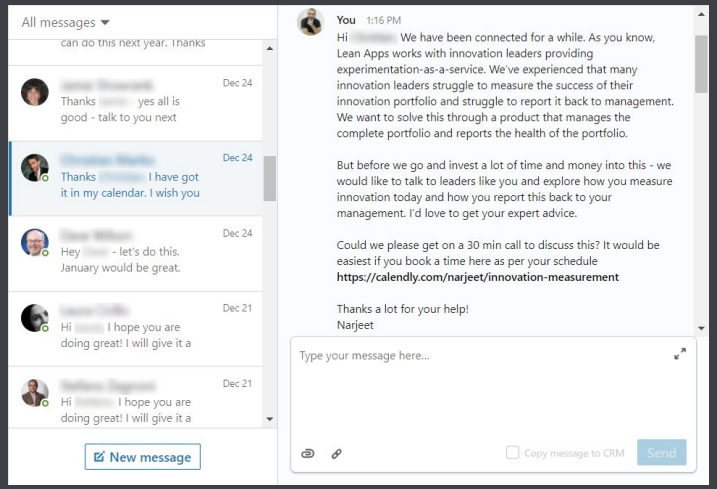
Is the **problem big enough** for the customer segment we are targeting? Are we solving the right pain?

Lean Apps

Problem Interview (B2B)

1000 - 1500€

- Connect with 80-100 relevant customers on LinkedIn via automated campaign
- Invite 5-10 of them for a interview
- Validate the problem you want to solve with them
- Get emails of 80-100 prospects for future experiments



MEASURE?

- How many people mention your problem as their top problem?
- How frustrated are they with the problem?

SKIN IN THE GAME?

Company Emails or Phone numbers

DATA TYPE

Quantitative
Qualitative

SPEED

★★☆☆☆

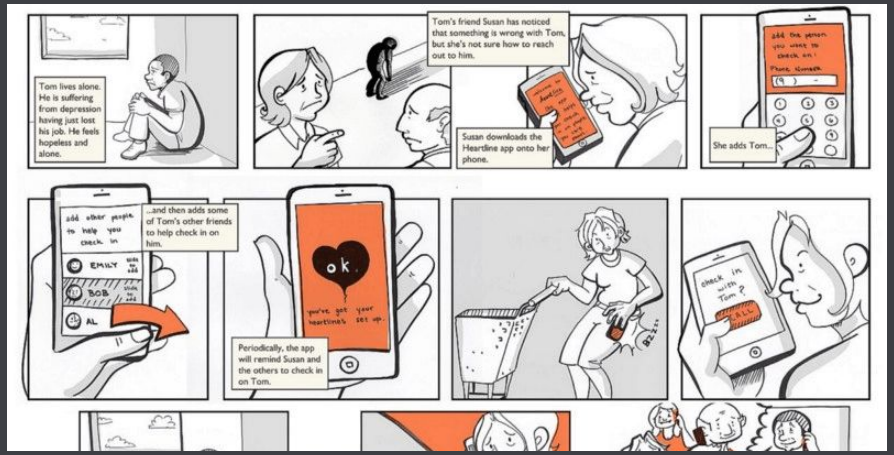
EVIDENCE

★★★☆☆

Storyboard and Illustrations (Problem)

500 - 1500€

- Create a visual story of your idea (mainly focussing on the problem)
- Add customer journey in the illustration
- Use it to communicate with your customer and tell them a story



MEASURE?

- How many understand your value proposition?
- How many of them are excited?

SKIN IN THE GAME?

Email or Phone number

DATA TYPE

Quantitative
Qualitative

SPEED

★★★☆☆

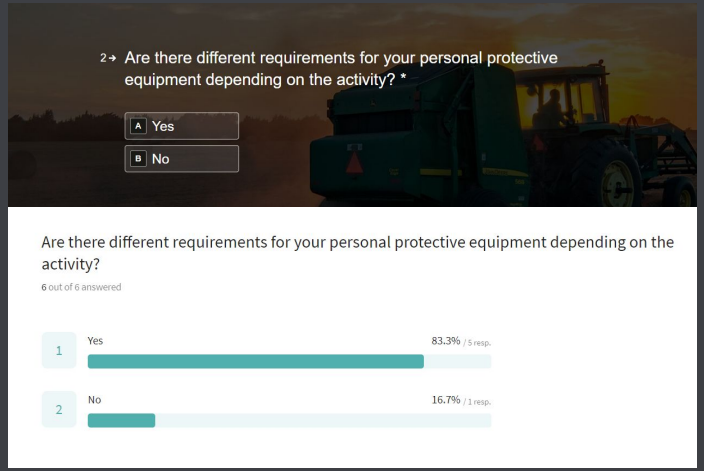
EVIDENCE

★★☆☆☆

Digital Survey (Problem)

500 - 2000€

- Set up a survey with 2-5 questions (something that takes 2-3 min)
- Ask mix of closed and open question
- Send this to 50-100 people
- Don’t use it as standalone experiment - use it after interviews



MEASURE?

- The pattern of answers people provide?
- *Beware* - surveys are just opinions, so don’t rely on them too much

SKIN IN THE GAME?

Email or Phone number

DATA TYPE

Quantitative
Qualitative

SPEED

★★★☆☆

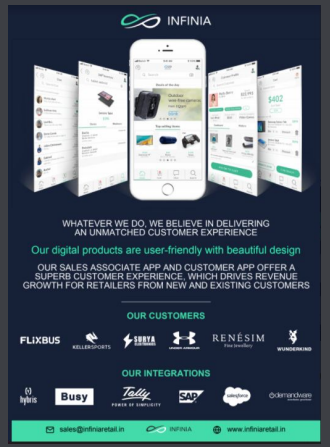
EVIDENCE

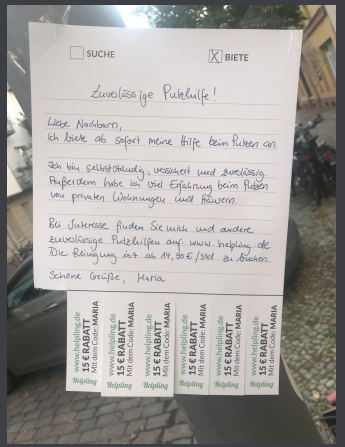
★☆☆☆☆

Brochure/Flyer (Problem + Solution + Call to action)

200 - 600€

- Create a 1-2 page brochure, flyer or tear away flyer
- With a sales pitch - explain the problem and solution
- Add call to action - like call us, email us, whatsapp us, scan QR code
- Distribute 100-200 to relevant audience





MEASURE?

- Number of people who call/email/whatsapp back?

SKIN IN THE GAME?

Email or Phone number

DATA TYPE

Quantitative

Qualitative

SPEED

★★★☆☆

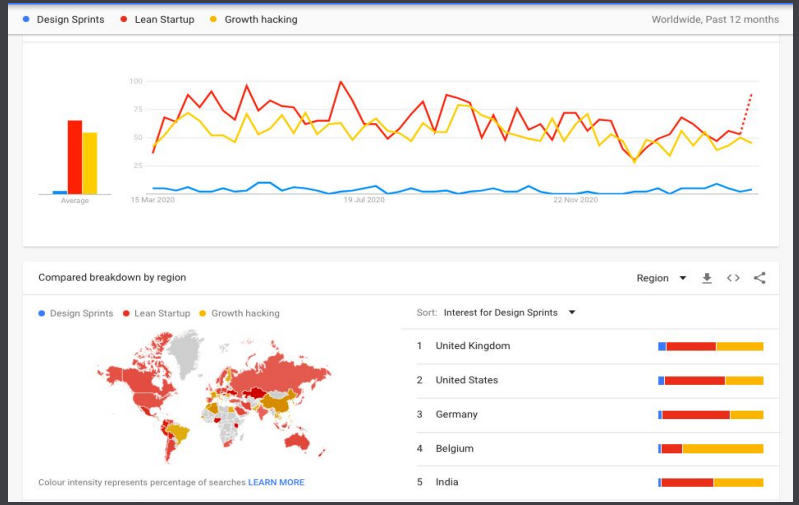
EVIDENCE

★★★★☆

Keyword Research (Problem and Solution)

200 - 300€

- Write few short and long tail keywords you think your customer would use to explain the problem
- Use tools like ubersuggest, SEMRush, Ahrefs, Exploding topics
- Check trends, volume, quality and intent of keywords



MEASURE?

- How most of the customer explain the problem?
- Volume of keyword search?
- Trends that are picking up? (Growing keywords)

SKIN IN THE GAME?

NA

DATA TYPE

Quantitative
Qualitative

SPEED

★★★★☆

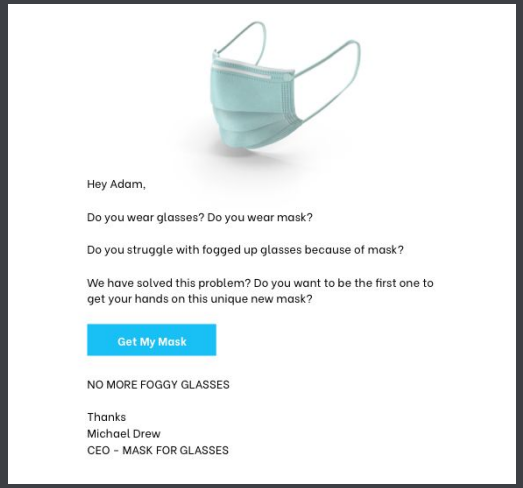
EVIDENCE

★★★★☆

Email Marketing (Problem only)

500 - 1000€

- Create a compelling sales pitch explaining the problem you solve and solution
- Design a email template with call to action
- Route the customer to a landing page or 404 page



MEASURE?

- Number of people who received the email?
- Number of people who read the email?
- Number of people who clicked on call to action?

SKIN IN THE GAME?

Showing interest through Clicks

DATA TYPE

Quantitative

Qualitative

SPEED

★★★★☆

EVIDENCE

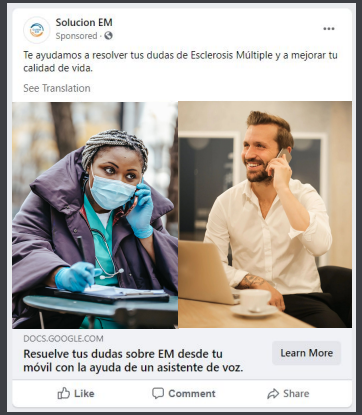
★★☆☆☆

A/B test - Digital Ads (Problem only)

1500 - 2000€

- Finalize 2-3 top problems from interview and surveys
- Create a digital ad for each problem
- Set this up on Google, Facebook, Instagram, LinkedIn

A



B

MEASURE?

- Click through rate for each Ad?

SKIN IN THE GAME?

Email

DATA TYPE

Quantitative

Qualitative

SPEED

★★☆☆☆

EVIDENCE

★★☆☆☆

Landing Page (Problem only)

1000 - 1500€

- Create a logo and get a domain name
- Set up landing page - explaining the problem you solve
- Ask for email address of people who are interested in learning about the solution
- Push this landing page on social media and forums (quota, reddit)

MEASURE?

- Traffic from different sources?
- Number of people who leave their emails?

SKIN IN THE GAME?

Email

DATA TYPE

Quantitative

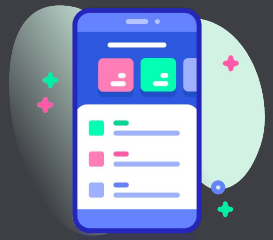
Qualitative

SPEED

★★★☆☆

EVIDENCE

★★★☆☆



Solution Experiments

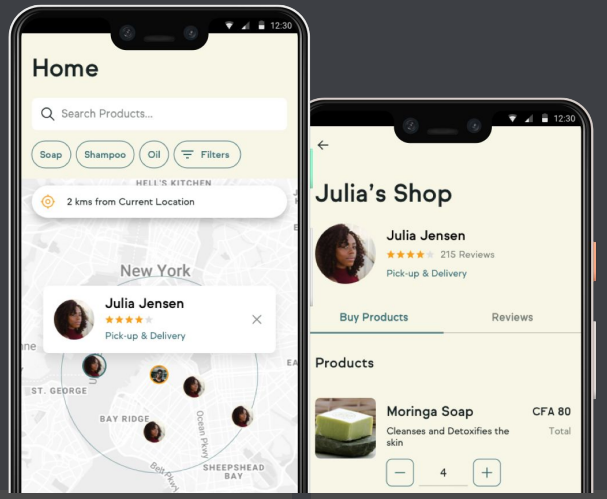
Would it be **the right solution** for the problem and the customer segment we are targeting?

Lean Apps

Design Prototype

3000 - 4000€

- Create a design of the product you want to develop in Sigma Sketch
- Install it on your phone or your laptop
- Test this with 5-10 users to get feedback on features and user flow
- Ask users to pre-book it



MEASURE?

- Do they feel comfortable with the solution?
- Do people understand the solution?
- How many people are willing to pre-book it?

SKIN IN THE GAME?

Number of people who pre-book it

DATA TYPE

Quantitative
Qualitative

SPEED

★★★☆☆

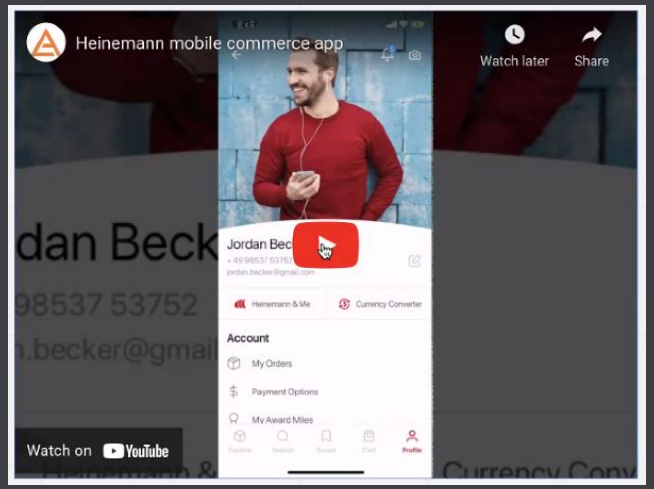
EVIDENCE

★★★★☆

Product Demo Video

500€

- Create a video with walkthrough of your design prototype
- Share this video on social media groups - pretending to be beta user
- Ask them to sign up as beta tester



MEASURE?

- What people say about the product in the comments?
- How many people sign up for being a beta tester?

SKIN IN THE GAME?

Emails or Phone numbers

DATA TYPE

Quantitative
Qualitative

SPEED

★★★★☆

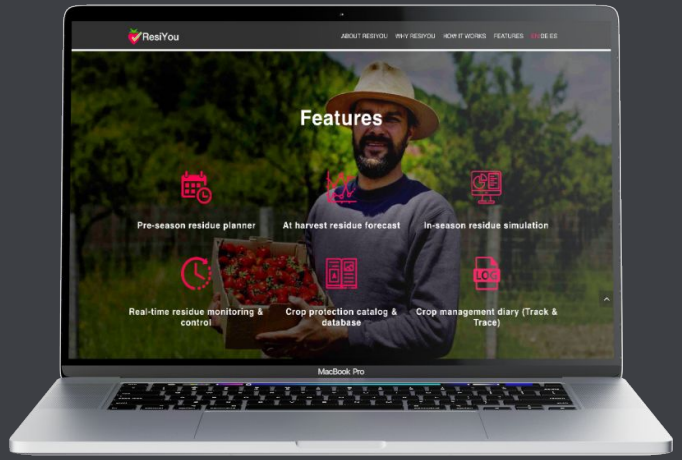
EVIDENCE

★★★☆☆

Landing Page (Features + Testimonial + Product Demo)

2000 - 3000€

- Upgrade the problem landing page to add solution, features
- Add product pictures, product demo video and fake testimonials
- Let people book a demo for 45-60 min via calendly (or sign up as beta tester)



MEASURE?

- How many people book a demo or sign up as beta tester?

SKIN IN THE GAME?

Time Commitment from Customers

DATA TYPE

Quantitative
Qualitative

SPEED

★★★☆☆

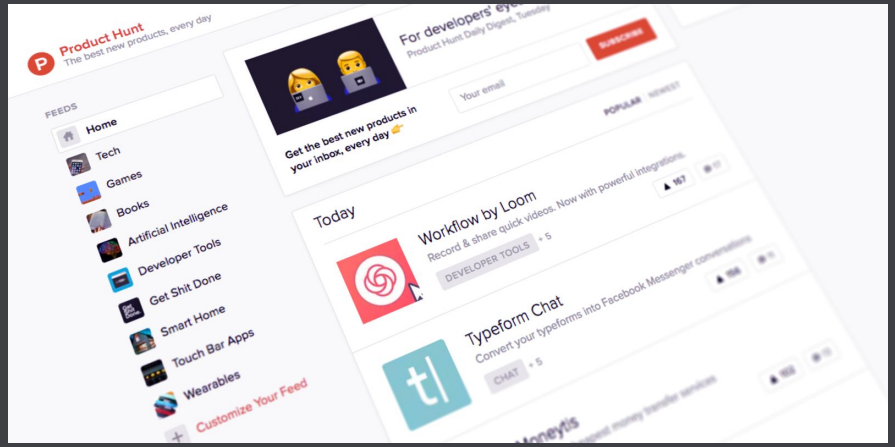
EVIDENCE

★★★★☆

Product Hunt Launch

500 - 1500€

- Launch your pretend product on Product Hunt
- Push the product organically on social groups for voting
- Let them vote on product hunt
- Bring traffic to landing page



MEASURE?

- How many people upvoted to show interest?

SKIN IN THE GAME?

Interest shown by users

DATA TYPE

Quantitative

Qualitative

SPEED

★★★☆☆

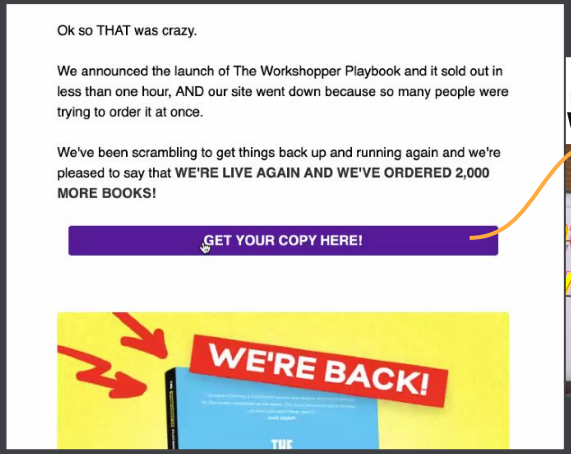
EVIDENCE

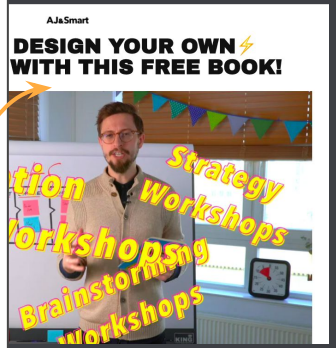
★★★☆☆

Email Marketing (Problem and Solution)

500 - 1000€

- Create a compelling sales pitch explaining the problem you solve and show solution pictures
- Design a email template with call to action
- Route the customer to your landing page





MEASURE?

- Number of people who received the email?
- Number of people who read the email?
- Number of people who clicked on call to action?
- Number of people who book demo or sign up as beta tester?

SKIN IN THE GAME?

Time Commitment from Customers

DATA TYPE

Quantitative

Qualitative

SPEED

★★★★★

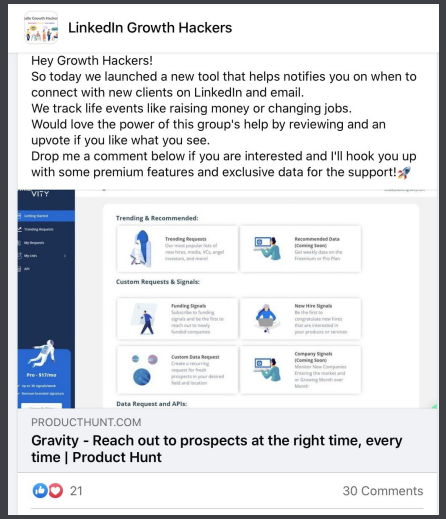
EVIDENCE

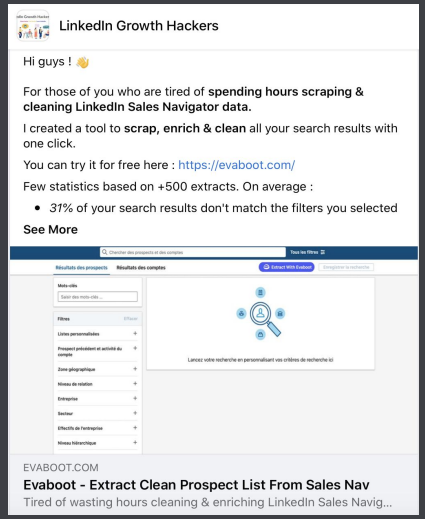
★★★★☆

Online Communities

500 - 1000€

- Join 2-3 relevant groups on Facebook, Quora, Reddit, LinkedIn, Slack
- Create a post to inform about your product
- Bring traffic to the landing page
- Engage with the comments - if any





MEASURE?

- Number of people who click the link to go to the landing page?
- Number of people who book demo or sign up as beta tester?

SKIN IN THE GAME?

Time Commitment from Customers

DATA TYPE

Quantitative
Qualitative

SPEED

★★★★★

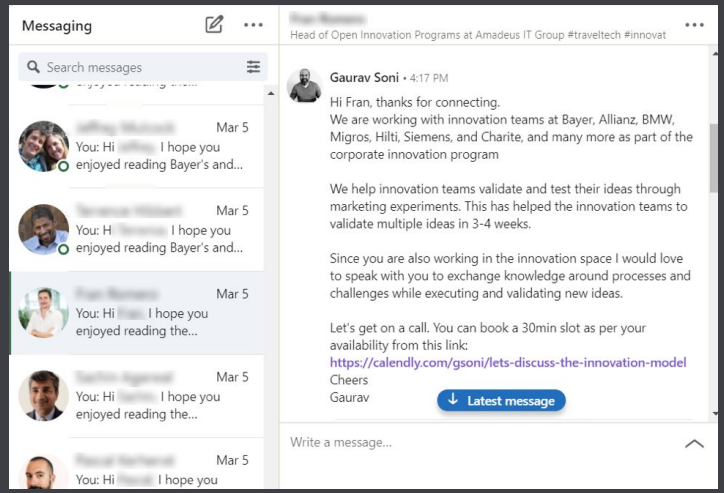
EVIDENCE

★★★★☆

LinkedIn Sales Pitch

1000 - 1500€

- Create a compelling sales pitch explaining the problem and solution
- Connect with 100 people who are your prospective customers
- Send them the pitch and bring them to landing page
- Ask them to book a demo or sign up for beta tester



MEASURE?

- Number of people who click the link?
- Number of people who book a demo or sign up beta tester?

SKIN IN THE GAME?

Time Commitment from Customers

DATA TYPE

Quantitative

Qualitative

SPEED

★★☆☆☆

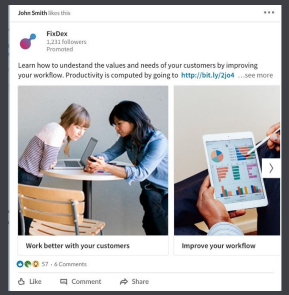
EVIDENCE

★★★★☆

Digital Ads (Solution)

1500 - 2000€

- Create a digital ad to bring people to your landing page
- Set this up on Google, Facebook, Instagram, LinkedIn



MEASURE?

- Click through rate for Ad?
- Channel that brings maximum traffic?
- Number of people who book demo or sign up as beta tester?

SKIN IN THE GAME?

Time Commitment from Customers

DATA TYPE

Quantitative
Qualitative

SPEED

★★★★★

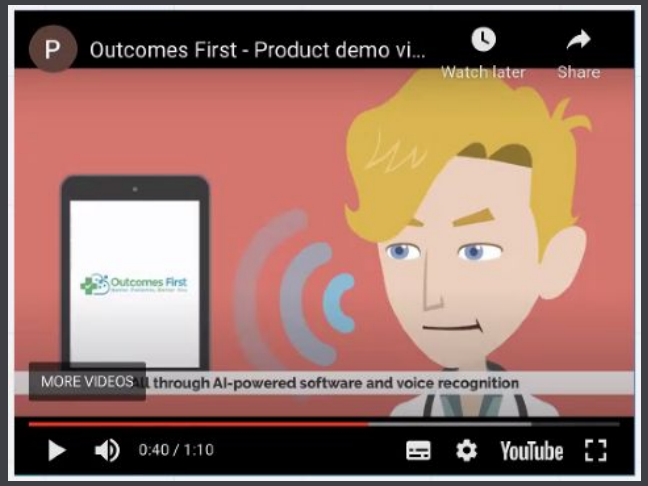
EVIDENCE

★★★★☆

Explainer Video (Animated)

1000 - 3000€

- 2-3 min whiteboard or animated video
- Explain problem and solution
- Add this to your landing page
- Share it on social media to get more traffic



MEASURE?

- How long people view it for?
- Is the drop rate more on problem or solution part of the video?
- What comments do people leave on social media?

SKIN IN THE GAME?

Increase in number of people booking a Demo

DATA TYPE

Quantitative
Qualitative

SPEED

★★☆☆☆

EVIDENCE

★★★☆☆

No-Code MVP

2000 - 5000€

- Build a fully functional MVP using no-code tools
- Acquire some users for the product

MEASURE?

- How many user actively use the product?

SKIN IN THE GAME?

Time user spend using the Product

DATA TYPE

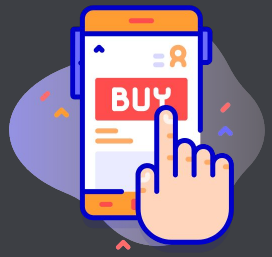
Quantitative
Qualitative

SPEED

★★★★★

EVIDENCE

★★★★☆



Viability Experiments

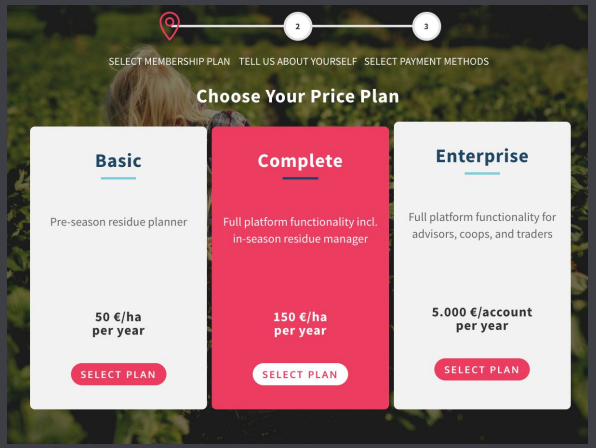
Will customers **BUY it** - if we build it?

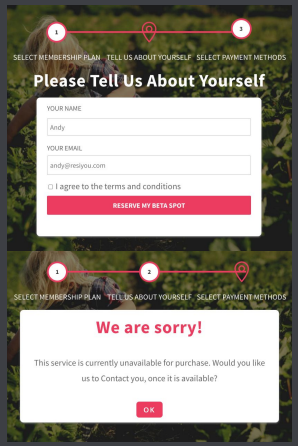
Lean Apps

Landing Page (Features + Pricing + Fake Checkout)

2000 - 3000€

- Upgrade the solution landing page and add Pricing
- Add FAKE checkout (or sign up for 14 day trial)
- Let people checkout
- Stop the process when they start entering credit card details





MEASURE?

- Number of people that try to order the product/service?

SKIN IN THE GAME?

Money from Customers

DATA TYPE

Quantitative

Qualitative

SPEED

★★★★☆

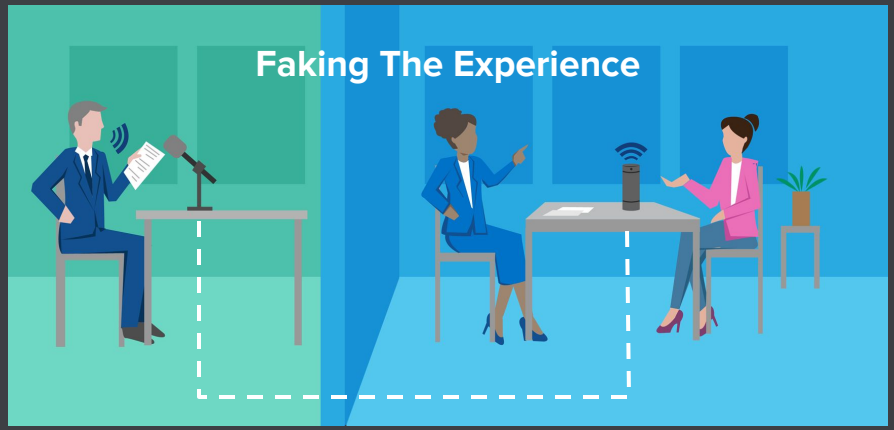
EVIDENCE

★★★★★

Wizard of Oz (or Concierge)

1000 - 5000€

- Create a front shop for customer to learn and order the service/product
- Whatsapp, chat on website, no-code app, e-commerce, sales pitch etc.
- Let the user order the service/product
- Fulfill the service/order manually



MEASURE?

- Number of people who view the offer?
- Number of requests/orders that are placed?
- How much are people willing to pay?

SKIN IN THE GAME?

Money paid by the Customer

DATA TYPE

Quantitative
Qualitative

SPEED

★★★☆☆

EVIDENCE

★★★★★

Letter of Intent (for B2B)

500€

- Get a letterhead with your brand, logo and colors (mainly for B2B customers)
- Get a letter of intent (LoIs) for your product and service
- Make it custom for 5 customers
- Ask them to sign it via digital service

MEASURE?

- Number of letter of intents you can get?

SKIN IN THE GAME?

Effort and time put in by Customer

DATA TYPE

Quantitative
Qualitative

SPEED

★★☆☆☆

EVIDENCE

★★★★☆

Marketing Video + YouTube (with Solution)

2000 - 4000€

- 2-3 min marketing video using stock videos
- Show customer using the product and solving their problem
- Add it to landing page
- Create a 30s YouTube ad video and push traffic to landing page

MEASURE?

- How long people view it for?
- Is the drop rate more on problem or solution part of the video?
- Increase in number of people who try to buy the product/service?

SKIN IN THE GAME?

Money paid by the Customer

DATA TYPE

Quantitative

Qualitative

SPEED

★★☆☆☆

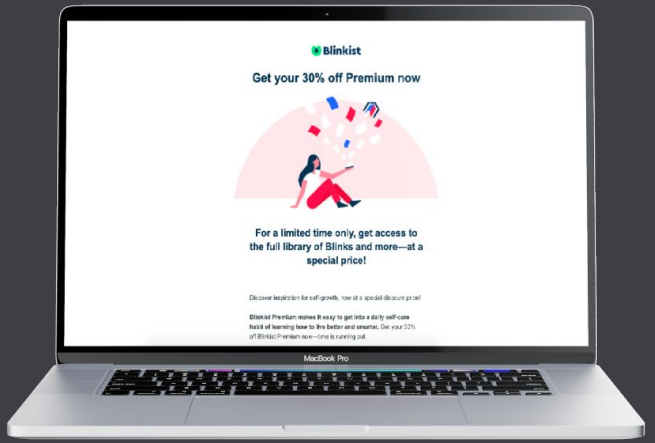
EVIDENCE

★★★★★

Email Marketing (Discount offer)

500 -1000€

- Write a sales copy offering a good discount for order/pre-order
- Design a email template with call to action
- Send it to 100-200 people
- Route the customer to your landing page



MEASURE?

- Number of people who received the email?
- Number of people who read the email?
- Number of people who clicked on call to action?
- Number of people that try to order the product/service?

SKIN IN THE GAME?

Money paid by the Customer

DATA TYPE

Quantitative

Qualitative

SPEED

★★★★★

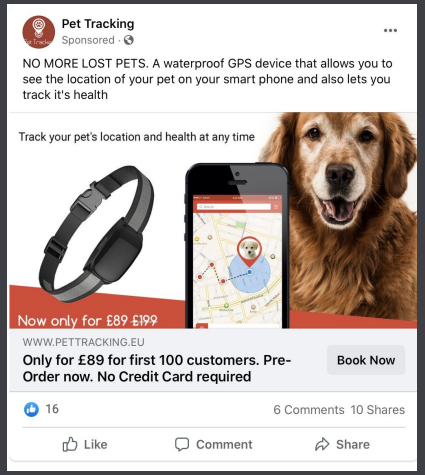
EVIDENCE

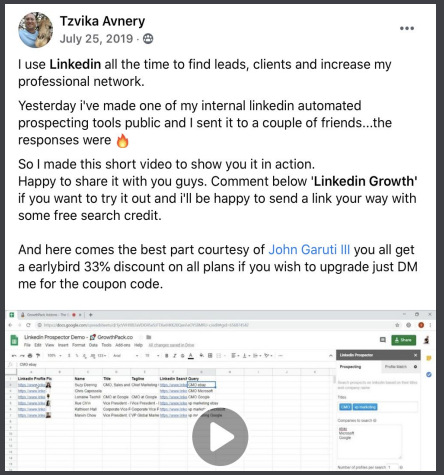
★★★★★

Online Communities

500€

- Join 2-3 relevant groups on Facebook, Quora, Reddit, LinkedIn, Slack
- Create a post to inform about your product with a referral link to get discount
- Bring traffic to the landing page
- Engage with the comments - if any





MEASURE?

- Number of people who received the email?
- Number of people who click the link to go to the landing page?
- Number of people that try to order the product/service?

SKIN IN THE GAME?

Money paid by the Customer

DATA TYPE

Quantitative

Qualitative

SPEED

★★★★★

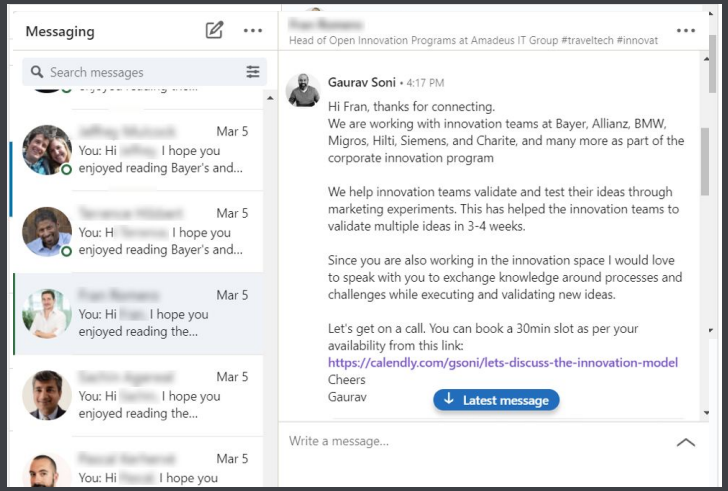
EVIDENCE

★★★★★

LinkedIn Sales Pitch

1500€

- Create a compelling sales pitch explaining the problem and solution
- Offer a discount on pre-order/order
- Send pitch to 100 people and bring them to landing page



MEASURE?

- Number of people who click the link?
- Number of people that try to order the product/service?

SKIN IN THE GAME?

Money paid by the Customer

DATA TYPE

Quantitative

Qualitative

SPEED

★★☆☆☆

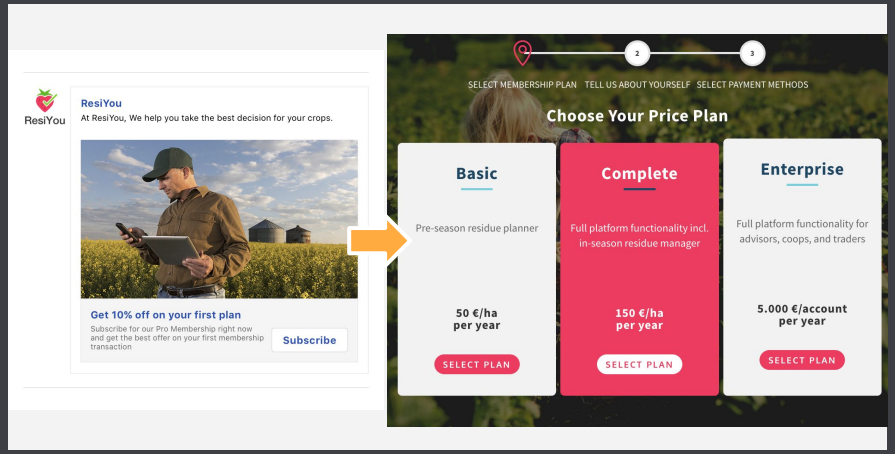
EVIDENCE

★★★★★

Digital Ads (Solution + Pre-order)

1500 - 2000€

- Create a digital ad to bring people to your landing page
- Offer them discount for pre-booking/order
- Set this up on Google, Facebook, Instagram, LinkedIn



MEASURE?

- Click through rate for Ad?
- Channel that brings maximum traffic?
- Number of people that try to order the product/service?

SKIN IN THE GAME?

Money paid by the Customer

DATA TYPE

Quantitative

Qualitative

SPEED

★★★★★

EVIDENCE

★★★★★

Let’s start **experimenting!**

Lean Apps

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