

When You're Innovating, a RAT is Your Best Friend

How using a simple tool – the riskiest assumption tool – can help you learn fast and get the most out of your experiments.



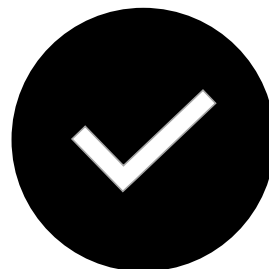
Riskiest Assumption Tool



Document guesses and assumptions about your vision to solve the problem



Use for testing ideas and hypotheses



Prioritizes what we should test first



Design experiments to gather feedback as quickly as possible to check the idea's feasibility

How to Use the RAT



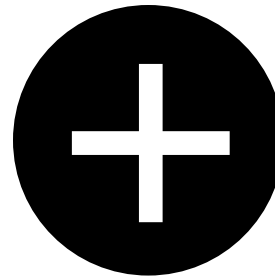
List each of the guesses you have made as an assumption, essentially a statement you believe to be true.



Question your vision using the lenses of Desirability, Feasibility and Viability to draw out more assumptions.



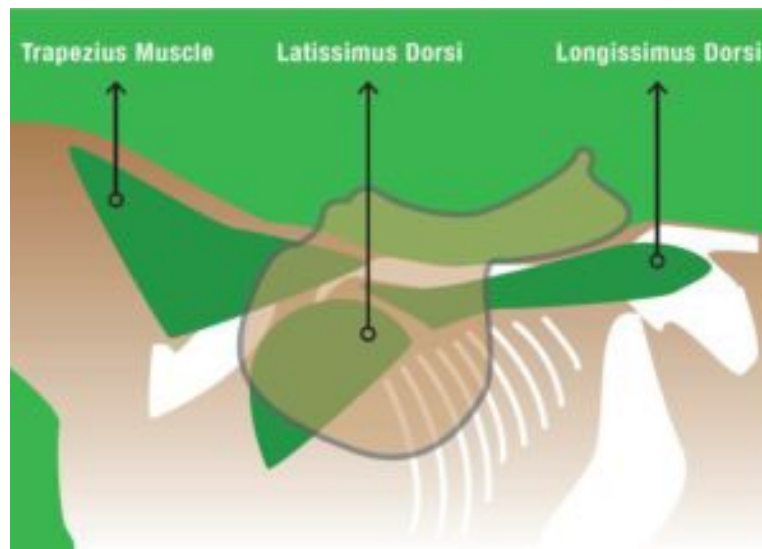
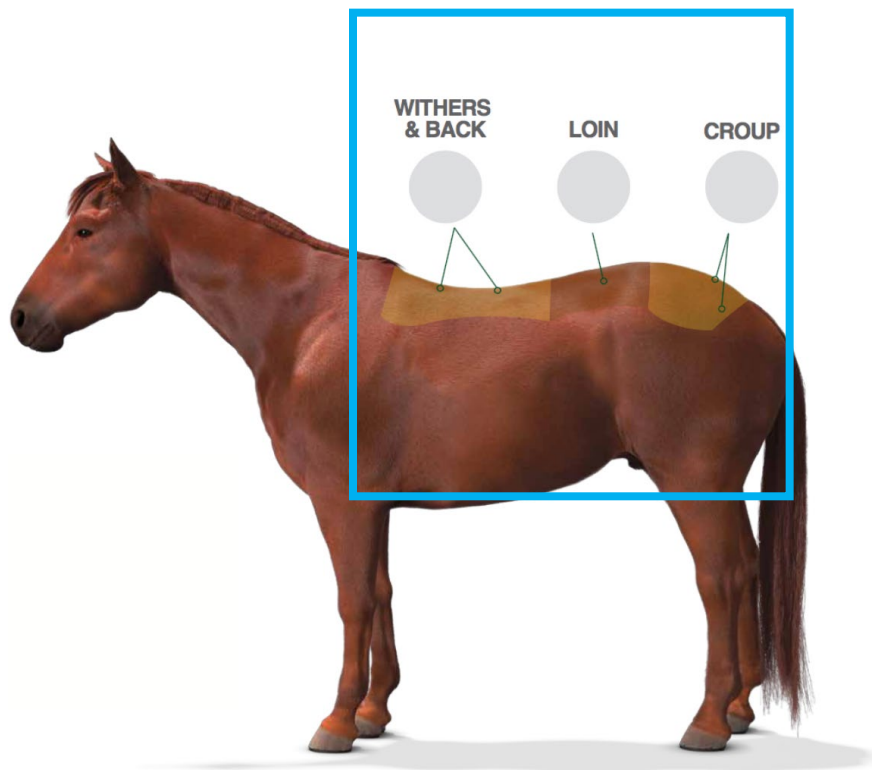
Map these against a 2x2 with knowledge level and risk to the vision as the X and Y axis.



Top right assumptions are your Riskiest Assumptions and need to be tested first.

Using RAT: Equine Health Monitoring

Topline musculature is a determinant of a horse's health



Using RAT: Equine Health Monitoring

Variety of methods, none great

Visual

- Not scientific or objective. Misleading in the winter month's when the horse has their winter coat.

Hands on

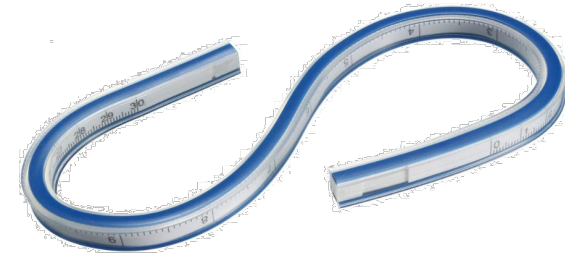
- Not scientific or objective. Requires more knowledge than the average horse owner may have. Safety issues.

Flexible Curve Ruler

- Some include markings to help with proper orientation on the horse's spine.

Ultrasound

- Expensive and not widely available.



Ex: Quint Measuring Systems
FC36 flexible curve ruler

Riskiest Assumption Tool (RAT)

Equine Health Monitoring

HIGH RISK

Customers want to measure a horse's Topline health monthly

Detect changes in a horse's topline health

Accurate, consistent measurements

3D imaging is more objective than flexible ruler

3D imaging approach is more accurate measure than flexible ruler

UNCERTAIN

Topline drives equine feed sales

Time to close shortened to 4 months for Prospects

Sales is confident Topline is more accurate than flexible ruler

Sales is confident in communicating value proposition

Process is easy for Equine Sales

CERTAIN

HOLD OFF

DO RESEARCH

LOW RISK

How to Use the RAT



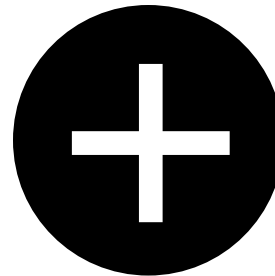
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