		Confidence Score in		surveys, engagement data,	how many	
	Hypothesis statement	Hypothesis	Unvalidated assumptions	paying customers and etc)	customers?	Signs of maturity
						and validation of market. 5-
						who are the top of the early
						evangelist pyramid (https: //medium.com/swlh/6-
Problem						practical-ways-to-acquire- early-adopters-
Hypothesis						3f1b2110dd47)
						Defined parameters such as industry, size, geography,
						buyer/user personas. Initial
Market						Definition of TAM/SAM/SOM
Hypothesis						with some level of proof
Hypothesis						shared use case
Pricing Hypothesis						5-10 *paying* early adopters, with shared use case

	Questions	Positive Indicators	Red Flag
Agility / Roadmap	How far ahead is the roadmap planned? How often is it changed? What type of data goes into decisions to change it?	<ul> <li>The roadmap is defined no more than 3-4 months ahead, and contains targeted outcomes (such as learning objectives, impact on user engagement or acquisition goals), not a list of features.</li> <li>Outcomes are a measurable change in customer behavior (for example the number of times they repeat a workflow that provides them value in the product).</li> <li>Anything further off than that should be discussed as ideas or high level strategy.</li> </ul>	<ul> <li>Frequent mid sprint changes of dev work is an indication of a lack of high level strategy.</li> <li>A startup that actually manages to achieve all its planned roadmap is either not setting ambitious enough goals, or isn't learning frmo what they do</li> <li>A roadmap that is planned too far out is an indicator the team isn't leaving room for learning</li> <li>Disconnect between management and team members on how feature progress ties in to the big picture roadmap.</li> </ul>
Velocity	How fast is the build-measure- learn cycle? How often is customer feedback received, and how quickly can changes be made accordingly?	- Frequent releases (2 weeks or less, Continuous release is ideal) that enable fast learning cycles - High cadence of early adopter communications (5+ meetings a week)	<ul> <li>Very slow release cycles (1 month or more) that hinder the ability to iterate quickly on customer feedback.</li> <li>Ad hoc, infrequent early adopter communications lead to a lengthy process for incorporating and learning from feedback</li> </ul>
Data Driven Mindset	How does the company measure success of delivered features? What percentage of delivered features achieves expected outcomes?	The team sets KPIs for features and is able to measure them. They are able to state the percentage of features that achieve their goal- it is totally fine for the team not to achieve their expected outcomes, but the fact they are measuring that means they are able to learn and improve in the future.	<ul> <li>No KPIs</li> <li>Measurement of vanity metrics such as number of logins</li> <li>No way to tell how many features achieve expected outcomes</li> <li>Companies that are just "throwing features over the fence" without measuring their actual outcomes, are generating waste, moving slowly, and losing opportunities to deliver something meaningful.</li> </ul>