

Strategy Hypothesis Canvas

How to use it – what each part captures, with a worked example. **Page 2 is your blank canvas.**

Define a new product or new business as a **testable strategy hypothesis** – a set of explicit choices and assumptions you can pressure-test and sharpen as evidence comes in. Here's what each part captures; fill in your own on page 2.

STRATEGY OBJECTIVE – what this strategy aims to achieve, by when, and how you'll know you succeeded. *e.g., 10,000 active subscribers in 18 months at >60% six-month retention.*

Target Market & Unmet Need

Who you serve and the unmet need or job they're hiring a solution for.

e.g., busy parents who want to eat well at home but have no time to plan and shop.

Competitive Differentiation

The alternatives – including doing nothing – and how you're genuinely advantaged.

e.g., vs. takeout, grocery delivery, and other meal kits: faster, far less waste.

Whole Solution

The complete solution across the journey – your core offering plus all else to deliver value.

e.g., a recipe menu + pre-portioned ingredients + chilled delivery + an app.

Implementation Approach

How you'll build, deliver, and operate it – and where the real execution risk sits.

e.g., ingredient sourcing, cold-chain logistics, and a packing operation to build.

Financial Logic

How it makes money – market size, unit economics, costs, and the cashflow they produce.

e.g., box price vs. ingredient + delivery cost; contribution per box; break-even volume.

Staging

How the strategy changes over time as evidence comes in – the sequence of moves.

e.g., launch in one metro to prove retention, then expand city by city.

RANK YOUR ASSUMPTIONS

Every box above is an assumption until proven. Rate each on **Impact** (how much it moves the outcome) and **Evidence** (proof you have). High impact + low evidence = your **critical assumptions** – test those first.

"They'll pay our price" (L) (M) (H) (L) (M) (H) → **Focus**

"We can source locally" (L) (M) (H) (L) (M) (H) → **Monitor**

Each set is **Impact** then **Evidence**, Low-Med-High. High impact beside low evidence → focus; far apart → monitor.

DFV GUT-CHECK

(Desirable) (Feasible) (Viable)

For each, note your strongest evidence or biggest open question.

Desirable – do they want it?
Feasible – can you build & deliver it?
Viable – works as a business & fits your org?

A canvas is a snapshot. A strategy is a moving target.
 This canvas gets the structure on paper. **Growth Forge® Software** turns the same six dimensions into a living, interactive, AI-assisted model – assumptions as ranges, criteria tuned to each stage, financials under uncertainty, and a portfolio managed for option value.

[See Growth Forge
www.bri-associates.com](http://www.bri-associates.com)

Strategy Hypothesis Canvas

Your canvas – fill in each dimension for **your** strategy. See page 1 for how to use it.

STRATEGY OBJECTIVE

Target Market & Unmet Need

Competitive Differentiation

Whole Solution

Implementation Approach

Financial Logic

Staging

BIGGEST ASSUMPTIONS & UNCERTAINTIES

ASSUMPTION OR UNCERTAINTY	IMPACT	EVIDENCE
<hr/>	(L) (M) (H)	(L) (M) (H)
<hr/>	(L) (M) (H)	(L) (M) (H)
<hr/>	(L) (M) (H)	(L) (M) (H)
<hr/>	(L) (M) (H)	(L) (M) (H)
<hr/>	(L) (M) (H)	(L) (M) (H)

High impact + Low evidence = test first. Circle one L / M / H per column.

DESIRABLE · FEASIBLE · VIABLE

D Desirable – strongest evidence or biggest open question:

F Feasible – strongest evidence or biggest open question:

V Viable – strongest evidence or biggest open question: