Complete this 3-part worksheet for each concept your team has created. *Your goal:* To learn what it will take for your concept to hit the sweetspot where customer desirability, operational feasibility, and financial viability intersect.

Name of Concept: On-Demand Trips to Health Care for Patients

Test 1: User Desirability (This service will bring value to the lives of our customers so that they want to use it.)

Step 1: Make a list of the general questions that you have about the concept from a standpoint of desirability by customers.
Step 2: Answer each question based on your best guess, or assumption. This answer should be phrased as an affirmative statement.
Step 3: Put a check mark next to each assumption that could make-or-break the success of the concept. That is, if this particular aspect failed, the whole concept would fail. We will focus on testing the assumptions that are essential to the success of the concept.
Step 4: Indicate how you will test the assumption through secondary research and analytics (e.g., web research, past findings) or through a test with your customers in-market. These tests will answer: What information would you need to collect in order to confirm or disprove each assumption? What would be the best ways to quickly and effectively get that information?
Step 5: Identify who will take the lead in testing each make-or-break assumption and by when.

Question	Assumption (Stated as an affirmative answer to the question.)	Make-or-Break?	Data needed to test (secondary, in-market, or both). Describe.	Lead person/ Date
Will our target patient population be willing to use a new, unproven transportation service to go to health care appointments?	We will be able to create the needed trust among our target patient population so they will use our new service.	✓	- Discuss with partners their ability to act as intermediaries to introduce the service to their patients. - Bring prototypes of the service to a sampling of patients and get their feedback	Carolyn, by 9/1/18

Add more lines as needed.

Test 2: Operational Feasibility (We have or can obtain/develop the resources, incl. technology, to implement it)

Step 1: Make a list of the general questions that you have about the concept from a standpoint of whether you have the capabilities to deliver the concept's service.

Step 2: Answer each question based on your best guess, or assumption. This answer should be phrased as an affirmative statement.

Step 3: Put a check mark next to each assumption that could **make-or-break** the success of the concept. That is, if this particular aspect failed, the whole concept would fail. We will focus on testing the assumptions that are essential to the success of the concept.

Step 4: Indicate whether to test the assumption through secondary research and analytics (e.g., web research, past findings) or through a test with your customers in-market? To answer: what information would you need to collect in order to confirm or disprove each assumption? What would be the best ways to quickly and effectively get that information?

Step 5: Identify who will take the lead in testing each make-or-break assumption, and by when.

Question	Assumption (Stated as an affirmative answer to the question.)	Make-or-Break?	Data needed to test (secondary, in-market, or both). Describe.	Lead person/ Date
Does the technology exist to allow us to schedule on-demand trips using our 3 transportation partners?	The technology exists to seamlessly assign and implement on-demand trips regardless of which transportation partner provides the trip.	✓	- Research available technology and talk to agencies that have used it. - Schedule a demo with prospective tech companies.	Mark, by 9/15/18

Add more lines as needed.

Test 3: Financial Viability (We have or can obtain the financial resources to sustainably deliver this service)

Step 1: Make a list of the general questions that you have about the concept from a standpoint of ability to financially launch and sustain the service.
Step 2: Answer each question based on your best guess, or assumption. This answer should be phrased as an affirmative statement.
Step 3: Put a check mark next to each assumption that could make-or-break the success of the concept. That is, if this particular aspect failed, the whole concept would fail. We will focus on testing the assumptions that are essential to the success of the concept.
Step 4: Indicate whether to test the assumption through secondary research and analytics (e.g., web research, past findings) or through a test with your customers in-market? To answer: what information would you need to collect in order to confirm or disprove each assumption? What would be the best ways to quickly and effectively get that information?
Step 5: Identify who will take the lead in testing each make-or-break assumption, and by when.

Question	Assumption (Stated as an affirmative answer to the question.)	Make-or-Break?	Data needed to test (secondary, in-market, or both). Describe.	Lead person/ Date
Can we find partners who can help us to purchase this technology?	We will be able to identify partners who will see the value in this technology for their purposes and be willing to help fund it.	✔	- Identify the costs for the finalist tech solutions we identified in Sept. - Build a prototype to share with potential funding partners that shows costs and value. - Hold discussions with potential funding partners	Carolyn, by 10/15/18

Add more lines as needed.