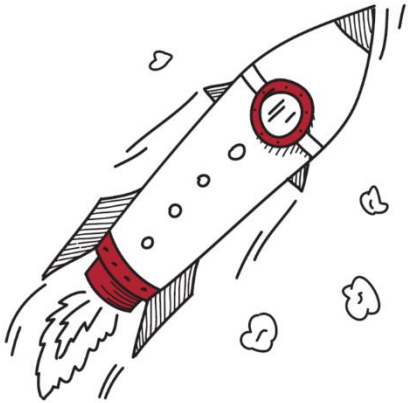
Aluflexpack Innovation challenge #2

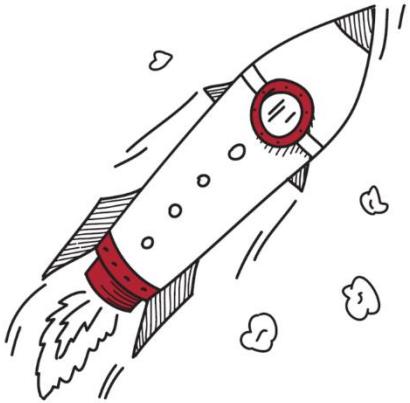


Hypotheses Mapping

15 November 2023

“We become the most integrated success maker for a lasting packaging experience!”

Aluflexpack Innovation **challenge #3**

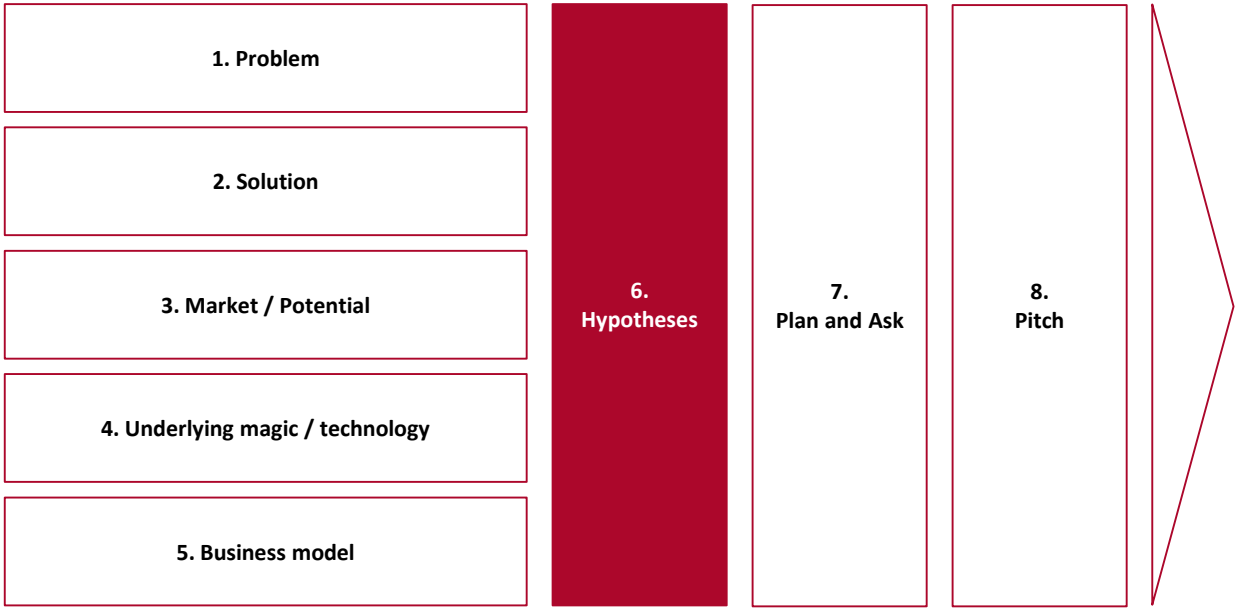


Hypotheses Mapping

11 September 2024

"We become the most integrated success maker for a lasting packaging experience!"

Idea Maturation framework



MANY PRODUCTS AND SERVICES FAIL BECAUSE THEY TARGET
PERCEIVED PROBLEMS.

SUCCESSFUL PRODUCTS AND SERVICES SOLVE REAL AND
VALIDATED PAINS, NEEDS OR DESIRES.

If you really think about it,

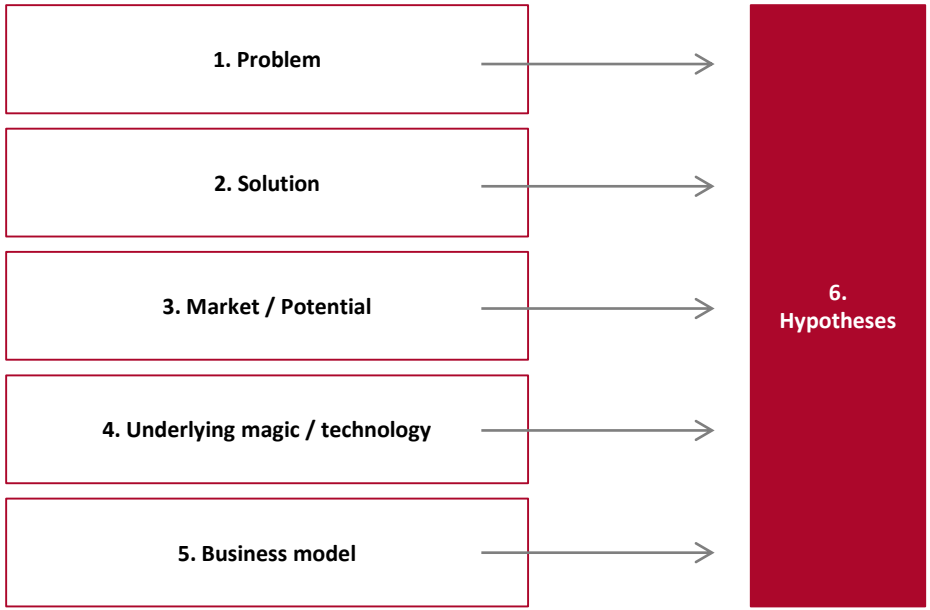
when you've filled out the business model canvas,

all you have is a series of guesses …a set of

hypotheses

Steve Blank

Step 1: Draw out the hypotheses



Market
Is there a need? And can we convert it to demand?

Technology
Can we deliver?

Business Model
Can we deliver? And is it worth it?

Resources
What will it take to get off the ground?
Who can / will invest?


Welcome to Thoughtland
Where every idea can be a winner or a loser,
depending on who you ask…

Testing our way out of thoughtland

	Low		Degree of Certainty			High
Desirability Is there demand?	Said	Shown	Used	Purchased	Repeated	Advocated
Feasibility Can you deliver?	Dreamed	Drawn	Prototyped	Piloted	Delivered	Scaled
Viability Is it worth it?	Envelop model	Transaction model	Business plan	Unit economics validated	Line of sight to profitability	Sustainable profitable business
Sustainability Will the positive effects outweigh the negative?	On paper	Theoretical validation	Tested with incomplete data	Tested with complete data	Repeated result	Robust full cycle Validation

Source: The First Mile (Scott Anthony, 2014), Third Party Material, Fair Use and NOSCO

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Uncertainty is
a **feature**,
not a **bug**

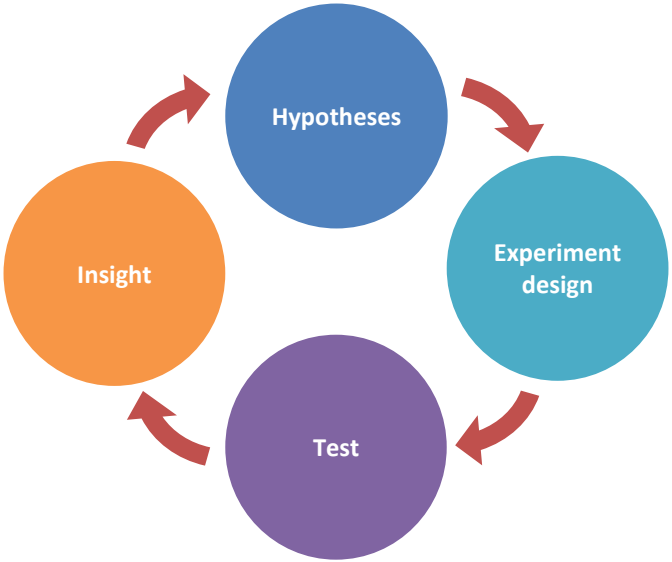
ALU FLEX PACK

Spend a little,

learn a lot

Testing our way out of thoughtland

ALU FLEX PACK



A learning loop

ALU FLEX PACK

Step	Activity
1. Map and prioritize hypotheses	• Map hypotheses • Identify most critical hypotheses • Prioritize hypotheses
2. Design tests and develop test backlog	• Identify experiments for testing the most critical hypotheses • Develop test cards for each experiment • Prioritize the test cards in terms of criticality of test / learning relative to cost of experiment
3. Build plan & ask	• Make high-level plan • Define detailed masterplan for the first three month • Make the ask
4. Conduct tests	• Book time and resources • Make the sprint plan • Make the tests
5. Evaluate learnings and adjust plan	• Consolidate learnings from tests • Explore how the learnings impact your hypotheses • Determine decisions and actions required for the Master Plan • Plan the next sprint

A learning loop

ALU FLEX PACK

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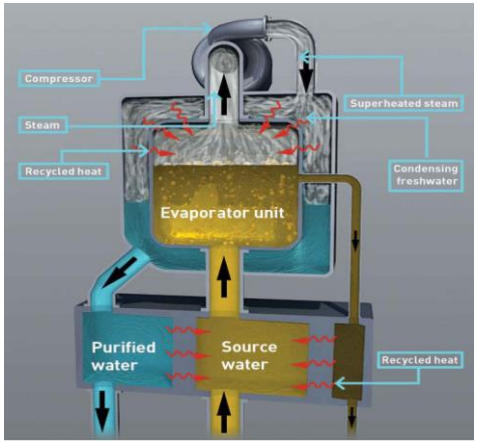
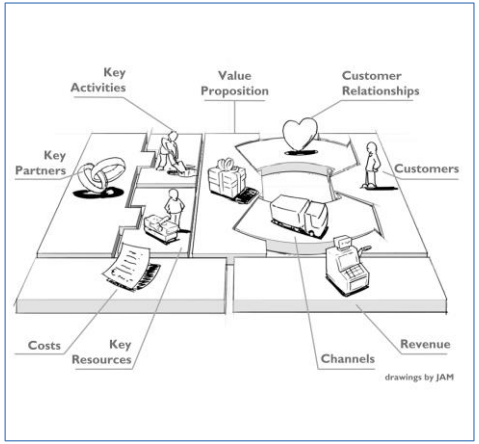
50% of all human illness is the result of water borne pathogens

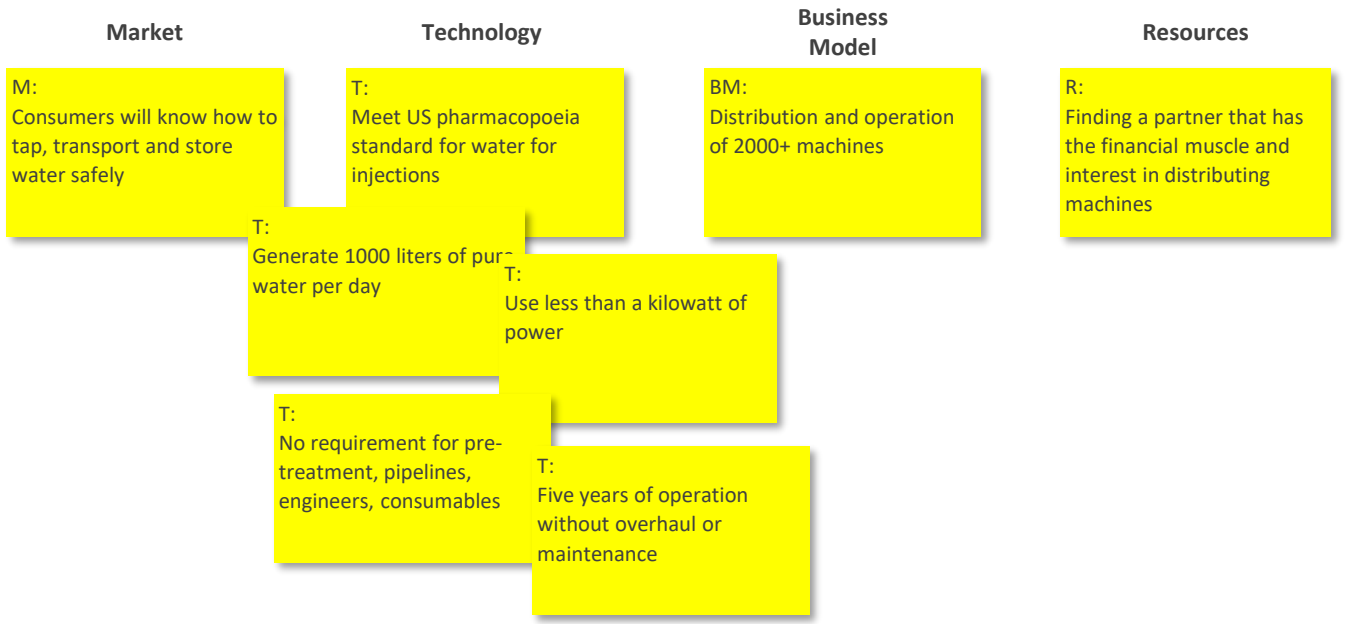
The Slingshot

So what are the critical hypotheses?

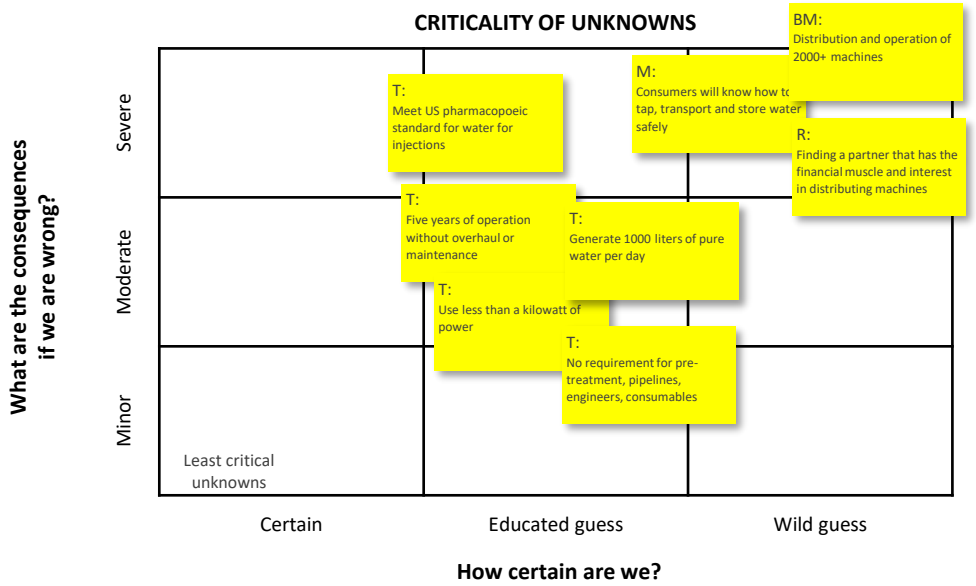




Mapping the hypotheses



Prioritising the hypotheses

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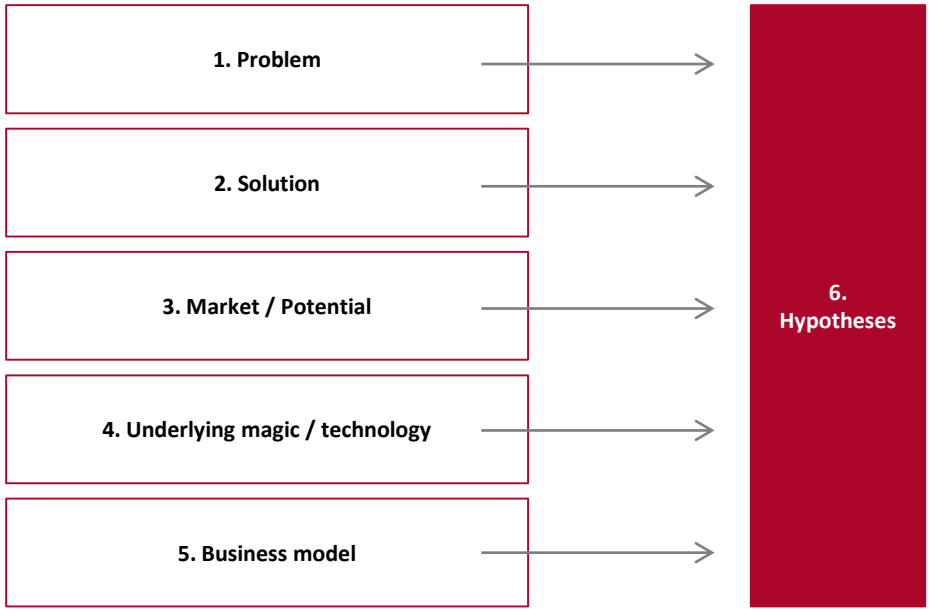
Step 1: Draw out the hypotheses



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Instructions

1. Identify your hypotheses

- Remember to consider market, technology, business model and resources

2. Prioritize your hypotheses

- Prioritize your unknowns using the prioritization matrix

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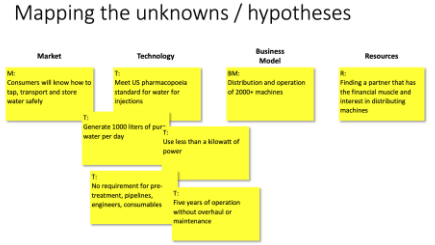

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