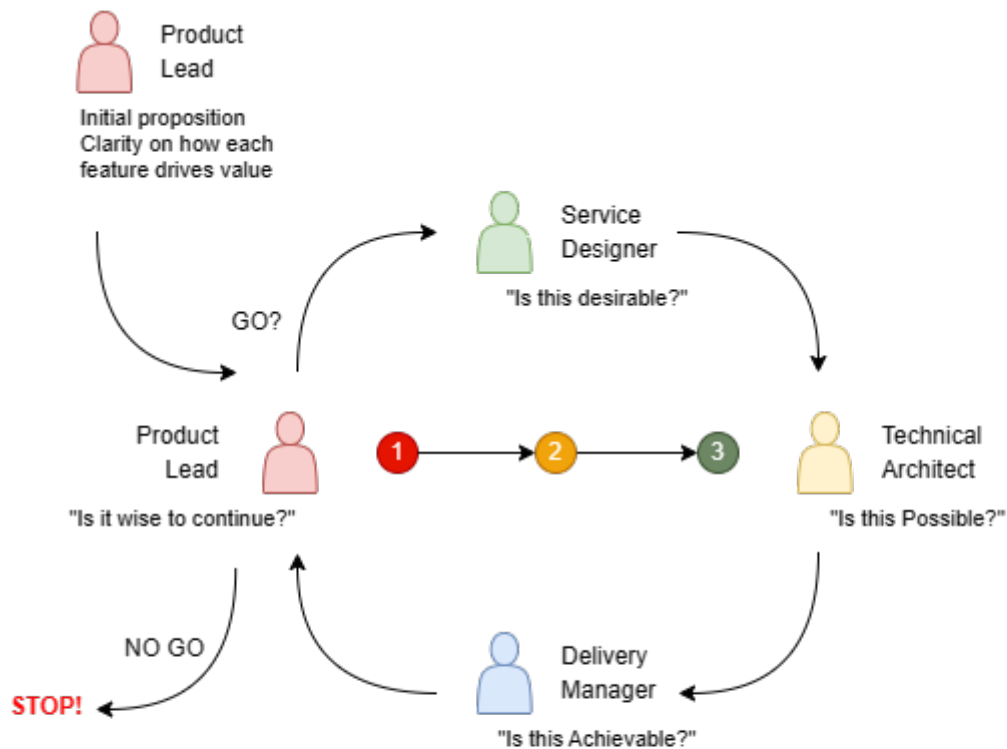


Experimentation



- 1** When: Light touch - End of Discovery phase
What: Identify and address red lights: all out no's, complete unknowns
- 2** When: Start of Validation phase
What: Identify and address amber lights: validation of riskiest assumptions and unknowns
- 3** When: End of Validation phase
What: Everything should now be manageable: build a business case with a 70%+ degree of confidence

Revision #1

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