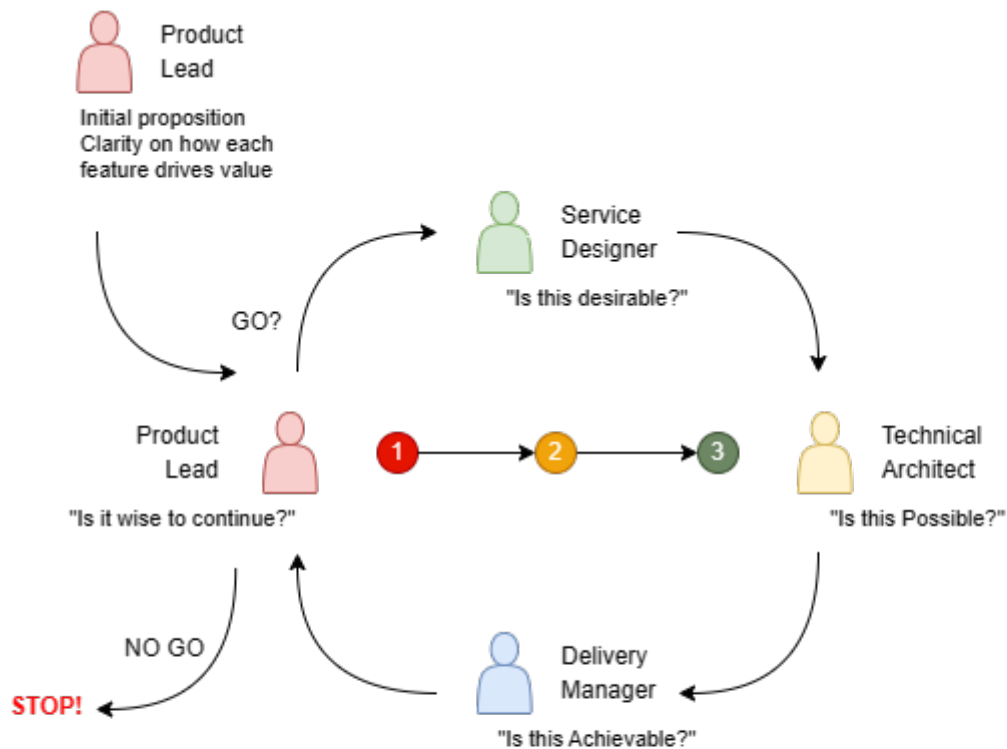


Experimentation



- | | | |
|---|-------|---|
| 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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