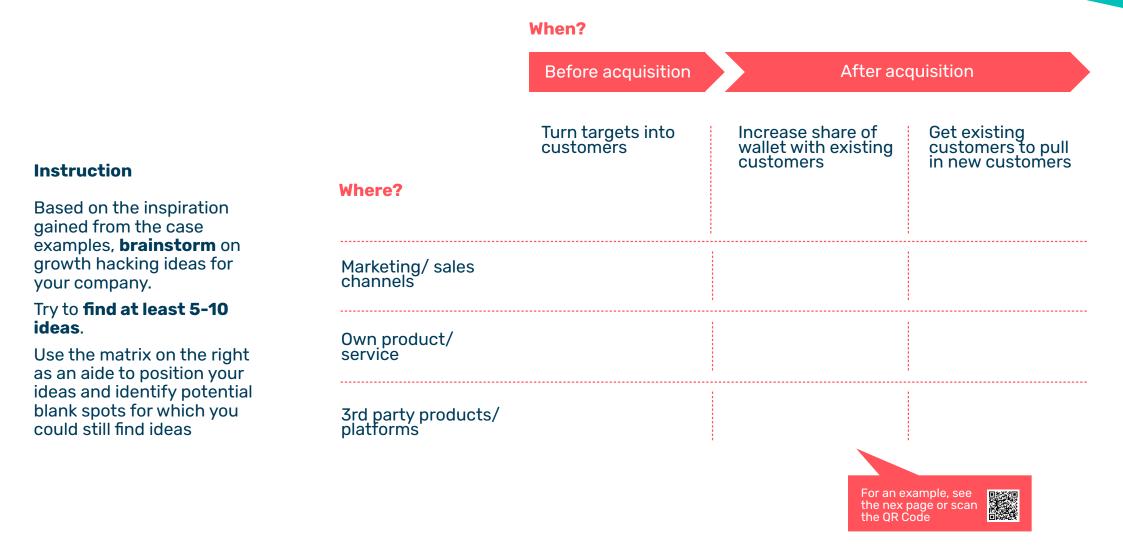
## **Growth hacking**

## 2 Brainstorm: Canvas



## **3 Prepare to test:** Canvas

Instruction		Idea	Test format	Success indicators
Based on the brainstorming session, pick the 2-3 ideas that seem the most promising to you.	1			
Develop a test format by summarizing how exactly you intend to test whether	2			

at all – this is essentially to test your hypothesis that this is a good idea.

Think of some spot-on measurable success indicators through which you can easily gauge the success and potential of your idea.



