Date:	Project:	ACEumption Matrix - Combined		
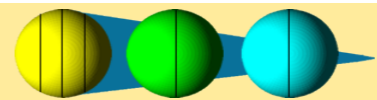
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Customer Centric

Customer Segment ID	Problem	Solution	Value Proposition
1			
2			

Customer Profile/ Demo	Customer/Problem Environment	Information Source	Compelling Benefit
1			
2			

Probable Market Size	Revenue Model	Pricing Strategy	Minimum Viable Product - features
1			
2			

Awareness Channel	Sales Channel	Competitive Edge	Slogan/Best Marketing Message
1			
2			

Business Centric

Product Definition:

Per Unit: Parts List	Raw Product Cost	Fulfilment Strategy	IP	Distribution Strategy

Infrastructure: Key Activities	Key Resources	Costs

Profitability

Sales Forecast:	number of units/year		

Wholesale Revenue/Unit	Raw Product Cost/Unit	Infrastructure/Unit Cost	Profit/Unit	Profit Potention/period (yr)

Instructions:

Print this in **11 x 17 format** and use the **Customer Assumption Matrix** for every customer segment. Use as many copies as you need as you develop, prove or pivot on each assumption. It includes detailed explanations.

Use this form to consolidate customer profiles and expand into the **Business centric items** as you feel more confident about the product/customer fit.

End up in **Profitability** when you have fully worked out and tested all assumptions.

You may need 100 copies to get a final, fully filled out set of assumptions. Your first versions may only have a few items. That's OK. It's a process.