

Commercial Experiment Log

Pairs with: Shorten time to proof

Test one commercial assumption at a time.

Founder / team	Account / market / topic	Date
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When to use it
Use when experiments are too broad, too long, or unable to drive a decision.

What this worksheet covers

Assumption	Experiment design
Success criteria	Evidence collected
Decision	Next action

Questions to answer before you start

What is the riskiest assumption? _____ _____ _____	What is the smallest honest test? _____ _____ _____
What evidence would change the decision? _____ _____ _____	What will you stop, adapt, or double down on? _____ _____ _____

Experiment card

Field	Your answer
Assumption to test	<hr/> <hr/>
Why it matters	<hr/> <hr/>
Buyer segment	<hr/> <hr/>
Test design	<hr/> <hr/>
Start date	<hr/> <hr/>
End date	<hr/> <hr/>
Success criteria	<hr/> <hr/>
Evidence source	<hr/> <hr/>
Decision owner	<hr/> <hr/>
Stop rule	<hr/> <hr/>

Evidence and decision log

Evidence collected	Interpretation	Decision	Next action
Buyer response	_____ _____	_____ _____	_____ _____
Buyer action	_____ _____	_____ _____	_____ _____
Objection pattern	_____ _____	_____ _____	_____ _____
Pricing signal	_____ _____	_____ _____	_____ _____
Delivery signal	_____ _____	_____ _____	_____ _____
Learning to reuse	_____ _____	_____ _____	_____ _____

Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____

Decision card

What this now tells me

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
