

Hypothesis 6

Hypothesis Form		Model	Version
		leadteam	2.0
Component: Customer segments		Code: CS02	
Hypothesis	It is an objective of the University to improve students' group work efficiency and overall satisfaction of the current interface		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% said "yes"		

Hypothesis 7

Hypothesis Form		Model	Version
		leadteam	2.0
Component: Customer Relationships			Code: CR01
Hypothesis	Online support is sufficient to maintain this kind of platforms.		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% says "yes".		

Hypothesis 9

Hypothesis Form

Model

leadteam

Version

3.0

Component: Channels

Code:

CH01

Hypothesis

A website, direct email and tele-marketing are enough to reach the Universities for the first time – there is no need to have a salesperson to introduce our platform and explain our value proposition.

Test

Interview Católica IT department and do 10 surveys to Universities based on the information we got.

Validation

60% responded the research is mainly done on the internet and telephone.

Hypothesis 20

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Revenue Streams			Code: RS02
Hypothesis	Universities are willing to pay a monthly fee of €800.		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% responded above our threshold.		

Hypothesis 21

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value Proposition			Code: VP05
Hypothesis	Universities are not satisfied with current solution.		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% responded they are below 6/10.		

Hypothesis Priorities

			H6 H13	
H16		H4	H20 H7 H29	H3 H25
		H9		H26
		H17	H5 H18 H21 H28 H27	H2 H8 H19
	H24 H14 H12	H11 H15 H22	H10	H1 H23