

Hypothesis Form

Model

leadteam

Version

1.0

Component: Customer Relationships

Code:

CR01

Hypothesis

Online support is sufficient to maintain this kind of platforms.

Test

Interview 10 University's IT department.
Interview 10 Web Designers.

Validation

60% of each groups says "yes".

Hypothesis Form

Model

leadteam

Version

2.0

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 10 Universities (IT or procurement managers) to understand how they research for new solutions/tools.

Validation

75% responded the research is mainly done on the internet.

Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH02

Hypothesis

Students will use an App to access the teamwork platform.

Test

Survey 100 students on whether they usually check the advancement of team work on cellphone (example, on Facebook groups).

Validation

At least 75% said "yes".

Hypothesis Form

Model

leadteam

Version

1.0

Component: Customer Relationship

Code:

CR02

Hypothesis

Being present in Social Network is enough to reach the minimum amount of University Students to go viral.

Test

Create a Facebook page for LeadTeam and analyze the data related with number of visits, likes and shares.

Validation

More than 1.92% of the visitors have shared on their mural.

Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH03

Hypothesis

Using several Social Network platforms will allow us to reach a considerable amount of University Students.

Test

Calculate the amount of followers in the combined Social Networks.

Validation

We get at least 200 followers.

Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH04

Hypothesis

University Website is a viable Marketing Channel since it has increased University Student's traffic.

Test

Post an advert in Católica-Lisbon App and Website.

Validation

We get at least 200 CTR.

Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH05

Hypothesis

QR Code is a viable Marketing channel.

Test

Fulfill Católica's hallways with QR Codes leading to the Landing Page.

Validation

Get more 100 visitors during that week.

Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH06

Hypothesis

Adwords will be an effective way of conveying our Value Proposition.

Test

Create an Adword.

Validation

Get 80% of the 75\$ budget spent due to clicks.

Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH07

Hypothesis

Users will prefer the platform as a Facebook App.

Test

Survey 100 students and interview 20 more.

Validation

80% agreed with this statement.