

Epic Hypothesis Statement

For	<customers>
who	<do something/have this problem>
the	<solution>
is a	<category or type of solution>
that	<provides this value>.
Unlike	<competitor, current solution, alternative>
our solution	<does something better>.
Business Outcome Hypothesis	
	<ul style="list-style-type: none">•••
Leading Indicators	
	<ul style="list-style-type: none">••
NFRs	
	<ul style="list-style-type: none">••