



# STRATEGY EXPERIMENT CANVAS

SETUP/MOTIVATION FOR STRATEGY AUDIENCE

SETTING + SUBJECTS

BIZ CHALLENGE / FRICTION

YOUR INSIGHT

SOLUTION (YOUR INTERVENTION)

WHY + WHEN WILL IT WORK?

NULL (WHAT'S THE RIGHT COMPARISON?)

IMPACT ON THE BUSINESS (SAY HOW YOU WILL MEASURE IT TOO!)



# STRATEGY EXPERIMENT MODEL DESIGN

$$Y = B_0 + B_1(\text{TREATMENT}) + B_2(\text{PRE-TREATMENT } X) + B_3 (T * \text{PRE})$$

