

Expression of Interest: Idea Pitch Session – IGL PhD Community

Please complete and submit this document to katie.mcintosh@mail.mcgill.ca and grant_jacoby@kenan-flagler.unc.edu, copying anna.ponchia@nesta.org.uk, at least two weeks in advance of the idea pitch session (e.g. by September 16, 2025 for the Idea Pitch Session on September 29, 2025.)

1. What stage are you at in the experiment design process?

- a) I just came up with the idea and I want to get some preliminary feedback before I develop it further.
- b) I am in the final stages of the design and I want to get some additional feedback before I field the experiment.
- c) Somewhere between a and b.
- d) I'm already implementing the experiment, but I am making some changes.

2. Where would you like participants to focus their feedback?

3. Do you have any timing constraints (e.g., upcoming meeting with partner organization or conference presentation)? If so, please indicate constraint and date.

4. Please fill-in the Strategy Experiment Canvas below. If easier, you can download a copy [here](#)

STRATEGY EXPERIMENT CANVAS



IGL

Innovation
Growth Lab

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 CANVAS - GUIDING QUESTIONS

SETUP/MOTIVATION FOR STRATEGY AUDIENCE

What is the phenomenon and why is it interesting and important?

SETTING + SUBJECTS

Who/What are your subjects?
Where do they operate? What is their production function?
How many?

BIZ CHALLENGE / FRICTION

What is the challenge or problem they face in improving their performance?

YOUR INSIGHT

What is your unique insight about how their problem or challenge can be addressed?

SOLUTION (YOUR INTERVENTION)

How will you design a solution (i.e., your treatment) to solve their problem?

WHY + WHEN WILL IT WORK?

Describe the mechanism through which your solution solves the problem described above.

NULL (WHAT'S THE RIGHT COMPARISON?)

What are you comparing your solution to? Why is this a credible comparison?

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

If your solution works, what impact will you see on the behavior and performance of your subjects?