

# Strategy Experiment Canvas

# 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 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?



# STRATEGY EXPERIMENT MODEL DESIGN

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

