IDEA & SUPPOSITION

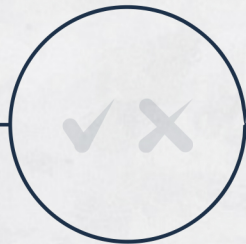We have this idea ...
... because we suppose that ...

TEST

We will know if our supposition is true
if after executing a test based on ...

EXPLORATION | ENGAGEMENT | SIMULATION

... we get as a minimum expected result ...
... in a period of time and with a cost of ...

MINIMUM RESOURCES

The minimum required human and material
resources before being able to test are:

MINIMUM EXPECTED RESULT

TIME	EXPECTED INVESTMENT	MONEY
TIME	REAL INVESTMENT	MONEY

REAL RESULT OBTAINED

TIME	EXPECTED INVESTMENT	MONEY
TIME	REAL INVESTMENT	MONEY

TEST RESULTS

After finishing the test we know that ...
... and our next step will be ...