

Experimentation Roadmap

Designed for:

Designed by:

Date:

Version:

STRATEGIC INTENT <i>What circular opportunity or uncertainty are we trying to validate?</i> ☐ Which circular BM idea is explored? ☐ Exploration vs optimisation vs scaling? ☐ Strategic relevance?	CRITICAL ASSUMPTIONS <i>Which assumptions must hold true for this circular model to work?</i> ☐ Customer desirability? ☐ Financial viability? ☐ Technical feasibility? ☐ Ecosystem alignment?	HYPOTHESES <i>What exactly are we testing?</i> ☐ “We believe that...” ☐ “If we... then...” ☐ Behavioural / financial / technical / ecosystem hypotheses
EXPERIMENT DESIGN <i>What experiment will generate reliable learning?</i> ☐ Pilot / prototype / MVP / simulation? ☐ Scope & boundaries ☐ Variables tested ☐ Control vs test logic	SUCCESS & LEARNING METRICS <i>How will we evaluate outcomes and learning?</i> ☐ Adoption / usage / retention ☐ Cost / margin / lifecycle economics ☐ Circularity indicators ☐ Behavioural shifts ☐ Partner performance	RISKS & UNCERTAINTIES <i>What could distort results or undermine viability?</i> ☐ Market bias ☐ Operational instability ☐ Partner dependency ☐ Measurement limitations ☐ Rebound effects
RESOURCES & OWNERSHIP <i>Who is responsible and what resources are required?</i> ☐ Team / functions involved ☐ Budget / assets ☐ Data needs ☐ Partner involvement	TIMELINE & PHASING <i>When and in what sequence will experiments occur?</i> ☐ Short / mid / long-term phases ☐ Milestones ☐ Decision gates	DECISION CRITERIA <i>What decisions will be triggered by results?</i> ☐ Scale / pivot / stop / redesign? ☐ Investment thresholds ☐ Capability implications

