



Tool 6.1 Circular Experimentation Roadmap

Tool 6.1 – Experimentation Roadmap

Phase 6 – Experimentation & Validation

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				




Circular Solutions for Furniture
A Horizon Europe Initiative

Objective of the Tool

The Experimentation Roadmap helps organisations structure and sequence experiments that test circular business model ideas before large-scale implementation. The tool supports companies in identifying critical uncertainties, defining testable hypotheses, designing experiments, and establishing decision criteria that guide learning and strategic choices. It enables organisations to reduce risk and accelerate learning during circular innovation processes.

What the Tool Is

The Experimentation Roadmap is a structured planning tool used to organise experimentation activities related to circular business model innovation. It helps organisations clarify which assumptions need to be validated, design experiments capable of generating reliable insights, and define metrics that capture both learning and performance outcomes. The roadmap connects strategic intent with practical experimentation activities, resources, and timelines.

When to Use the Tool

The Experimentation Roadmap is particularly useful when organisations are developing and validating circular solutions that involve significant uncertainty. It can be used when companies are:

- Testing new circular business model concepts
- Piloting reuse, repair, refurbishment, or service-based models
- Exploring new ecosystem collaborations
- Validating consumer acceptance of circular offerings
- Assessing technical feasibility of circular systems
- Preparing decisions on scaling circular initiatives

How to Use the Tool

Step 1 – Define Strategic Intent: Clarify the circular opportunity or uncertainty the organisation aims to explore.

Step 2 – Identify Critical Assumptions: Identify the key assumptions that must hold true for the circular model to succeed.

Step 3 – Formulate Hypotheses: Translate assumptions into explicit hypotheses that can be tested through experiments.

Step 4 – Design the Experiment: Define the type of experiment that will generate reliable insights.

Step 5 – Define Success and Learning Metrics: Identify indicators that will allow evaluation of both outcomes and learning.

Step 6 – Identify Risks and Uncertainties: Identify factors that may influence or distort experimental results.

Step 7 – Define Resources and Ownership: Determine who is responsible for the experiment and which resources are required.

Step 8 – Plan Timeline and Phasing: Define when experiments will occur and how they will be sequenced.

Step 9 – Define Decision Criteria: Determine which decisions will be triggered depending on the results.

Expected Output

The exercise produces an Experimentation Roadmap describing:

- The strategic questions explored through experimentation
- Critical assumptions and hypotheses tested
- The design and scope of circular innovation experiments
- Metrics used to evaluate outcomes and learning
- Risks and uncertainties affecting experimentation
- Resources and responsibilities assigned to experiments
- The timeline and sequencing of experimentation phases
- Decision criteria guiding scaling or redesign

This roadmap helps companies organize systematic learning processes that support the development of viable circular business models.

Key Dimensions of the Experimentation Roadmap

1. Strategic Intent

Clarifies the circular opportunity or uncertainty the organisation wants to explore. This dimension defines the strategic relevance of the experiment and how it contributes to broader circular transformation objectives.

Guiding question:

What circular opportunity or uncertainty are we trying to validate?

2. Critical Assumptions

Identifies the key assumptions that must hold true for the circular business model to function. These assumptions may relate to customer behaviour, financial viability, technical feasibility, or ecosystem coordination.

Guiding question:

Which assumptions must hold true for the circular model to work?

3. Hypotheses

Translates assumptions into explicit hypotheses that can be tested. Hypotheses clarify what the organisation expects to observe if the circular solution performs as intended.

Guiding question:

What specific hypothesis are we testing?

4. Experiment Design

Defines the structure of the experiment used to test hypotheses. This may involve pilots, prototypes, minimum viable products, simulations, or controlled field trials.

Guiding question:

What experiment will generate reliable learning?

5. Success and Learning Metrics

Identifies the indicators used to evaluate both performance and learning. Metrics may include adoption rates, cost indicators, lifecycle economics, circularity metrics, or behavioural changes.

Guiding question:

How will we measure success and learning?

6. Risks and Uncertainties

Examines factors that may distort results or undermine viability. Examples include operational instability, partner dependencies, measurement limitations, or market biases.

Guiding question:

What uncertainties may affect experimental results?

7. Resources and Ownership

Defines who is responsible for conducting the experiment and which organisational resources are required. This includes team roles, budget allocation, data requirements, and partner involvement.

Guiding question:

Who is responsible and what resources are required?

8. Timeline and Phasing

Defines when experiments take place and how they are sequenced. This may include short, medium, and long-term experimentation phases with defined milestones.

Guiding question:

When will experiments occur and how are they sequenced?

9. Decision Criteria

Defines which strategic decisions will be triggered by the results of the experiment. Outcomes may lead to scaling, pivoting, stopping, or redesigning the circular solution.

Guiding question:

Which decisions will follow depending on the results?



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