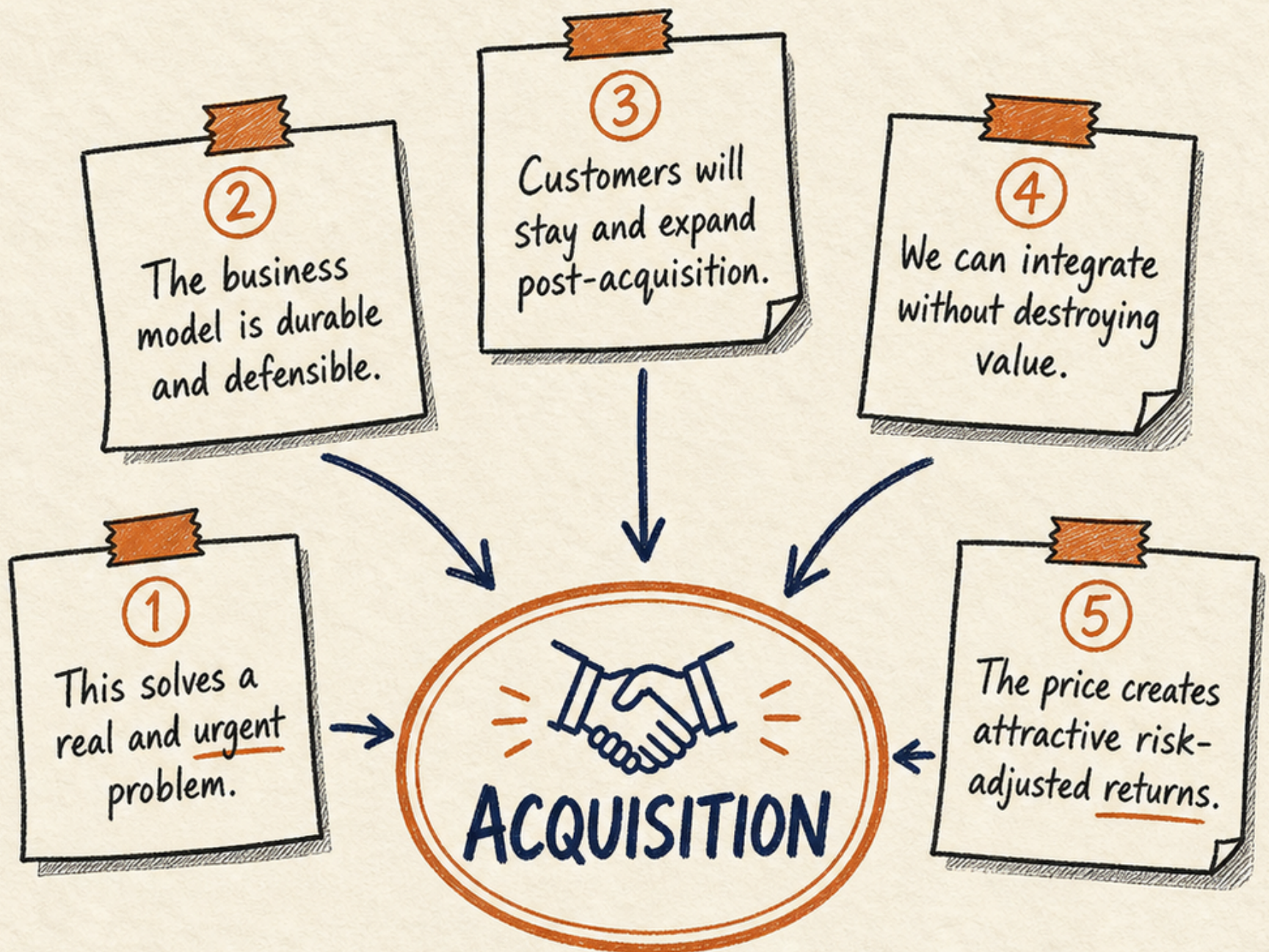
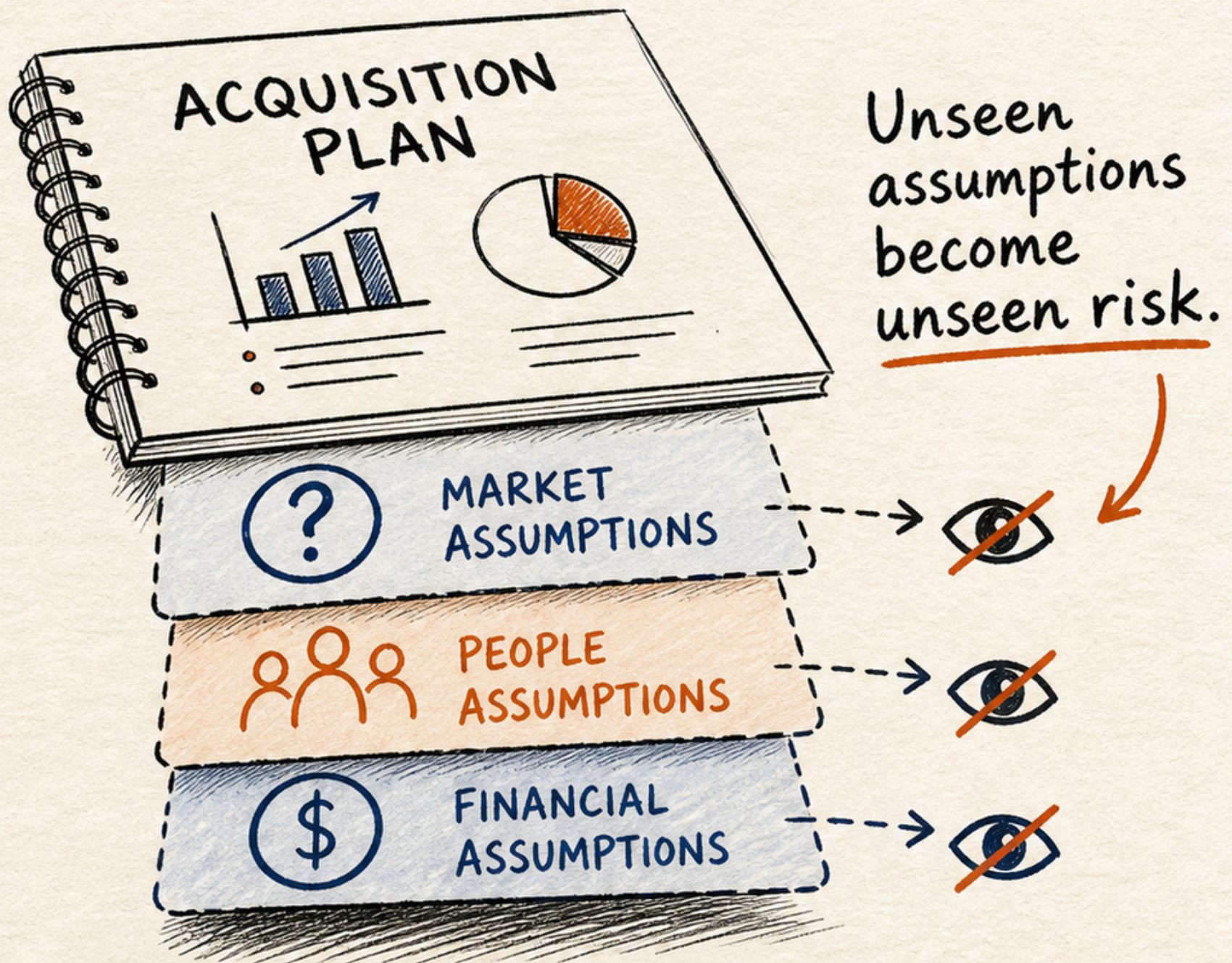


THE ACQUISITION ASSUMPTION MAP

Make the hidden logic testable.



EVERY ACQUISITION PLAN IS BUILT ON ASSUMPTIONS.



MAP FIVE ASSUMPTIONS



AUDIENCE —
who should care?



PROBLEM —
what matters now?



MESSAGE —
what will resonate?



CHANNEL —
where will they respond?



ACTION —
what will they do next?

FIND THE RISKIEST ASSUMPTION



1 Important to success? →



2 Weak evidence? →



3 Expensive if wrong? →



Test high risk
before scaling spend.

DO NOT SCALE AN UNTESTED STORY.

Test the
riskiest
acquisition
assumption.

MAP AND TEST



- ①  AUDIENCE ☒
- ↓
- ②  PROBLEM ☒
- ↓
- ③  MESSAGE ☒
- ↓
- ④  CHANNEL ☒
- ↓
- ⑤  ACTION ☒

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