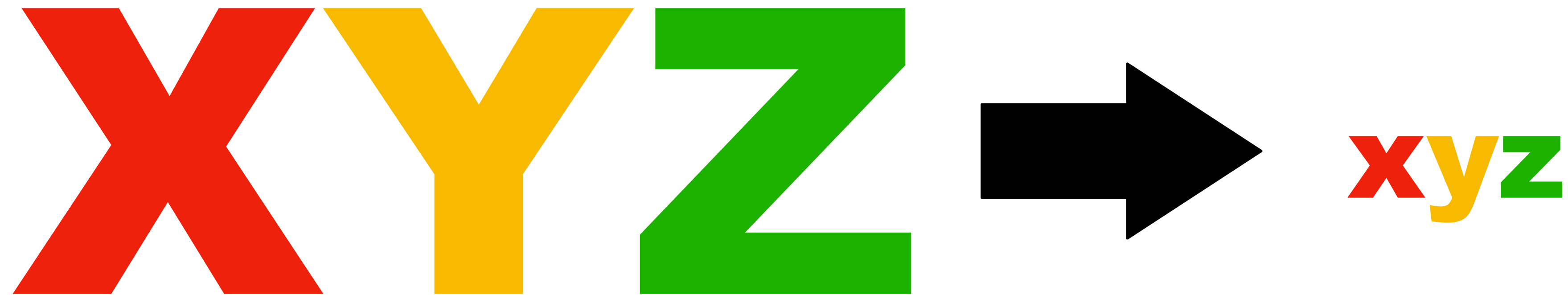


Hypozooming



XYZ Hypothesis

At least X%

of Y

will do Z

Example



**Super
Premium
Sushi**

At least X%

of Y

will do Z

At least 10%

of packaged sushi buyers

will buy Super Premium

Sushi for \$16-20

Hypozooming

The Whole Planet

California



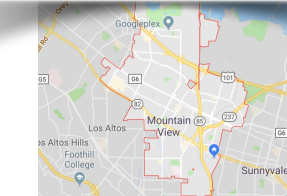
~40 Million

Silicon Valley



~3 Million

Mountain View



~80,000

Nijia Market



~500 customers/day

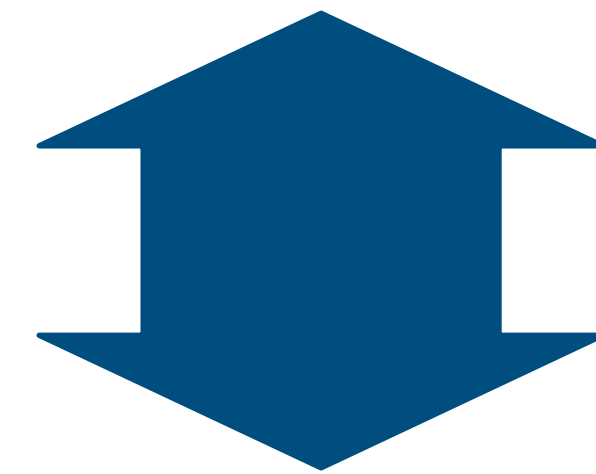
~7 Billions

**200 boxes of
packaged sushi / day**



XYZ

At least 10% of packaged sushi buyers will buy Super Premium Sushi for \$16-20



xyz

At least 10% of packaged sushi buyers at Nijia Market today will buy Super Premium Sushi for \$18

Easily testable hypothesis

XYZ

THINK GLOBAL

xyz

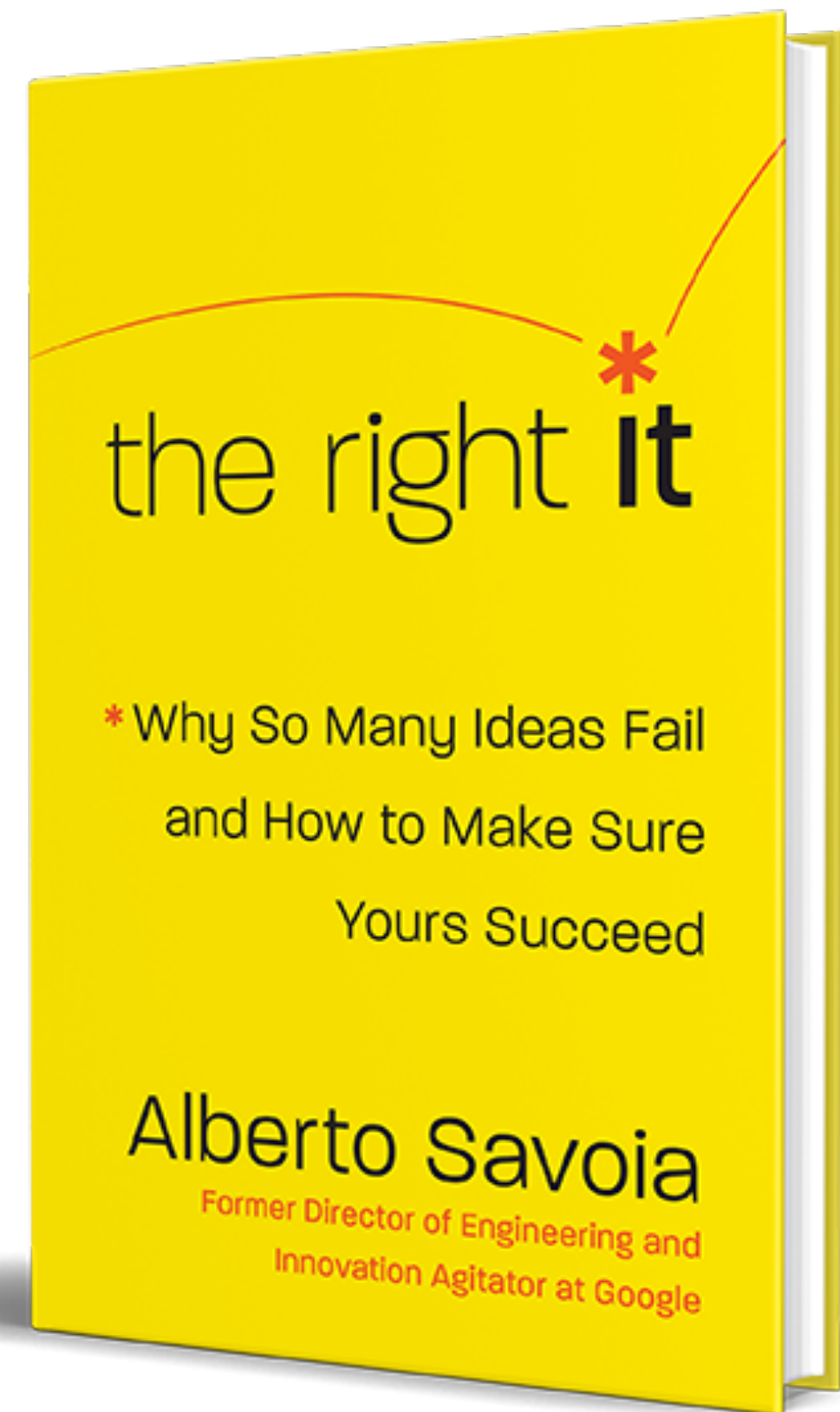
TEST LOCAL

- **Time to YODA**
- **Distance to YODA**
- **Dollars to YODA**

**How would you
test the **xyz** hypothesis
for Super Premium Sushi?**

< 24hrs & < \$200

GAIN AN UNFAIR MARKET ADVANTAGE



- **Tons of real-world examples**
- **Powerfully Practical**
- **Immediately applicable**
- **... NO FLUFF!**