

GUIDE 3 OF 3 | IMPACTX TRACTION SPRINTS

Innovative Experimentation

Once you know which assumption to test, the job is to design the smallest experiment that produces a believable answer. This guide shows you how to do that in days rather than quarters.

Evidence beats opinion

The strongest evidence comes from what people do when something is at stake. Opinions are cheap to give and easy to misread. Rank the signals you collect and weight your decisions accordingly.

Strength	Signal	Example
Strongest	Money or commitment changes hands	A signed pilot, a deposit, a paid pre-order
Strong	Repeated unprompted use	A team returns to the tool three weeks running
Moderate	Effort with no reward	Uploading data, booking a call, completing a long form
Weak	Stated intention	"Yes, I would definitely use that"

Designing an experiment in five lines

- Assumption: the belief you are testing, in one sentence.
- Method: the smallest thing you can put in front of real people.
- Audience: who exactly, and how you will reach them.
- Success signal: the number that would make you continue.
- Timebox: the date you stop and look at the result, usually one to two weeks.

If you cannot say in advance what result would change your mind, you are not running an experiment. You are looking for reassurance.

Methods that cost very little

- Concierge: deliver the outcome manually for a handful of customers before writing any code.
- Landing page with a real ask: a booking, a deposit or a waiting list with a qualifying question.
- Clickable prototype: watch where people hesitate rather than asking them what they think.
- Pre-sale or paid pilot: the clearest test of value there is.
- Partner pilot: borrow someone else's audience to test demand before building your own.

Reading the result

Three outcomes are possible and all three are useful. The signal is clear and positive, so you move forward with more confidence. The signal is mixed, so you refine the offer or the audience and run a tighter test. The signal is clearly negative, so you change direction early, having spent days instead of months.

Building a habit, not a one-off

Startups that grow with confidence run a short cycle continuously: pick the riskiest assumption, design a small test, observe real behaviour, record the evidence, decide. Each loop reduces uncertainty and leaves you with a record of learning that investors, boards and your own team can follow.

Take this further with a Traction Sprint

A Traction Sprint is a guided programme where we turn your riskiest assumptions into a sequence of small experiments, run them alongside you and translate the results into decisions you can defend to a board or an investor. Six sessions, tailored to your startup, with practical support between them.

Ready when you are: visit impactx-coaching.com/traction-sprints to watch the methodology video and buy a Traction Sprint pack, or use the enquiry form to talk it through first.