TEMPLATE P08 · VALUE HYPOTHESIS CANVAS

Value hypothesis canvas

Formulates the use case's expected value as a falsifiable, measurable hypothesis expressed in money, with its attribution method and stop criteria set before investing.

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01

Instructions for use

Aspect	Guidance
When it is used	In phase 2 (Value hypothesis), before G2. It is compared with the pilot results in phase 5 (P22) and with the value realised in phases 6 and 7 (P28).
Who completes it	The AI Product Owner. Management control reviews the unit values and the formula.
Who verifies it	Lite: AI Office. Enterprise: AI Auditor.

Aspect	Guidance
Who decides	Lite: sponsor. Enterprise: AI Committee. Transform: in addition, the board or its board committee.
Gate at which it is reviewed	Hypothesis. (G2)
Tool	T11 · Value hypothesis canvas and calculator.
Lite versus Enterprise	Lite may omit the fields marked **(Enterprise)**. The hypothesis, main metric, baseline, threshold, attribution method, formula and stop criteria are mandatory in both.

Rules that apply (00 §6):

- Every amount has a **formula** (units × unit value), is **incremental** relative to the baseline and has a **status**: validated, declared or estimated.
- **Efficiencies**, **return** and **recurring cost** are kept separate. **Annual net value = efficiencies + return − recurring cost.**
- **Released capacity does not count** until it is realised or explicitly reassigned.
- Each euro is attributed to **a single case**; if there are shared outcomes, the allocation is declared.
- **A hypothesis that cannot fail is not valid.** The stop criteria may not be relaxed afterwards without the approval of the body that authorised the use case (01 §7.4).

The figures in the examples are **fictitious**.

02

Identification

Field	Content	Guidance
Use case code		IA-AAAA-NNN.
Use case name		
Confirmed ambition level		Optimise · Augment · Transform (P07, Confirmed column).
Primary sphere		Taxonomy in 03 §3.3.
Intensity		Lite · Enterprise.
Document version		

Field	Content	Guidance
Date		DD-MM-AAAA.
Author		Name and role.

03

Problem, users and solution

Field	Content	Guidance
Understandable description		What it is and what it is used for (rule 10).
Problem or opportunity		Current situation with baseline data (P09).
Users and beneficiaries		Who uses the system and who receives the benefit.
Proposed solution		What the system will do and what people will continue to do.
Critical assumptions		Conditions without which the hypothesis does not hold.

04

Falsifiable value hypothesis

Format: *If* [intervention], *then* [main metric] will move from [baseline] to [target] in [scope] within [timeframe], measured with [attribution method]. *The hypothesis will be considered refuted if* [measurable condition].

Field	Content	Guidance
Hypothesis statement		A single sentence in the format above.
Refutation condition		Specific result that would show the hypothesis to be false.
Testing horizon		Date or period in which it will be tested.

(illustrative example) If a response assistant is introduced for order queries in the web channel, then the rate of queries resolved without the intervention of an agent will move from 0% to 35% in that channel within six months of the start of the pilot, measured with a control group. The hypothesis will be

considered refuted if the rate is below 20% or if the satisfaction of the customers served falls by more than 5 points relative to the control group.

Falsifiability test:

Question	Yes · No
Is there a possible result that would refute the hypothesis?	
Are the metric, threshold, scope and timeframe numerical or verifiable?	
Is the baseline measured or is its estimate justified (P09)?	

05

Metrics

Type	Metric	Definition and formula	Unit	Baseline (P09)	Target	Success threshold	Frequency
Main							
Secondary							
Safeguard							
(illustrative example) **Main**	Resolution rate without an agent	Queries closed without handover ÷ queries handled by the assistant	%	0%	35%	20%	Weekly
(illustrative example) **Safeguard**	Satisfaction of the customer served	Average of the follow-up survey (0–100)	points	78	≥ 78	≥ 73	Weekly

- **Target**: expected result.
- **Success threshold**: minimum for the hypothesis to be considered validated.
- **Safeguard metric**: what must not get worse (quality, satisfaction, errors, complaints, fairness).

06

Attribution method

Field	Content	Guidance
Method		Control group · Before and after · Other, justified. A control group is preferred whenever possible.
Design		How the groups or periods are formed, size and duration.
Threats to validity		Seasonality, simultaneous changes in the process, novelty effect, selection of favourable cases.
How they are controlled		Measures to neutralise each threat.
Who validates the measurement		Management control or audit (condition for *validated* status).
Allocation with other use cases		If another use case contributes to the same outcome, percentage attributed to each and criterion (rule 5).

07

Value in money

7.1 Annual amounts

Type	Item	Units	Unit value (€) and source	Formula	Annual amount (€)	Amount status	Assumptions
Efficiencies						validated · declared · estimated	
Return							
Recurring cost							

Type	Item	Units	Unit value (€) and source	Formula	Annual amount (€)	Amount status	Assumptions
(illustrative example) **Efficiencies**	External customer service hours no longer contracted	4,000 h	€21.00/h (current contract)	4,000 × 21.00	84,000	estimated	Contractual reduction agreed with the supplier from the second quarter.
(illustrative example) **Return**	Orders not cancelled thanks to an immediate response	1,200 orders	€9.00 margin per order	1,200 × 9.00	10,800	estimated	Cancellation rate of the control group.
(illustrative example) **Recurring cost**	Model consumption	200,000 queries	€0.03 per query	200,000 × 0.03	6,000	estimated	Supplier's public rate.
(illustrative example) **Recurring cost**	Platform licences	1	€12,000 per year	1 × 12,000	12,000	estimated	Offer received.
(illustrative example) **Recurring cost**	Operations staff	0.3 FTE	€55,000 per FTE	0.3 × 55,000	16,500	estimated	Average cost of the function.

7.2 Economic summary

Item	Amount (€)	Guidance
Efficiencies		Sum from 7.1.
Return		Sum from 7.1.
Recurring cost		Sum from 7.1.
Annual net value		Efficiencies + return − recurring cost.
Additional investment required		Build, integration, adoption and control up to production.
Additional net value per euro		Expected additional annual net value ÷ additional investment required.

Item	Amount (€)	Guidance
Time to first value		Months.
Return horizon set in C2 (Enterprise)		Period within which the net value must be positive.

(illustrative example) 84,000 + 10,800 − 34,500 = **€60,300** of annual net value. With an additional investment of €90,000, the additional net value per euro is 60,300 ÷ 90,000 = **0.67**.

7.3 Released capacity (does not count)

Capacity	Quantity	Realisation or reassignment plan	Owner	Date
		Realisation (lower actual cost) · Explicit reassignment to another activity · No plan		
(illustrative example) **Internal agent hours**	2,500 h/year	Reassignment to handling complex issues	Customer service management	Third quarter

Only when it is realised or reassigned in a verifiable way does it move to 7.1 as an efficiency.

7.4 Non-additive value and non-monetary measures (Enterprise)

Type	Description	Translated into money?	Formula or reason why it could not be quantified
Avoided risk · Compliance · Other measure		Yes · No	

Avoided risk and compliance are not added to the net value unless they are translated into money with a formula (rule 7).

08

Stop criteria

#	Criterion	Indicator and threshold	Evaluation point	Decision if triggered	Who evaluates it
1				Stop · Pivot · Iterate	
2					
***(illustrative example)* 1**	Insufficient resolution	Resolution rate < 20% after 8 weeks of pilot	End of the pilot	Stop	AI Committee
***(illustrative example)* 2**	Deterioration of the experience	Satisfaction < 73 points for two consecutive weeks	Weekly	Suspend the pilot and Iterate	Product owner; the sponsor decides

They must include, at a minimum, one criterion on the main metric, one on the safeguard and one economic criterion (maximum cost or investment).

09

Transform only

9.1 Learning milestones and investment limit per stage

Stage	Learning question	Expected evidence	Metric and threshold	Date	Maximum investment for the stage (€)	Maximum cumulative investment (€)	Decision at close	Body
1							Proceed · Pivot · Stop	
2								

Stage	Learning question	Expected evidence	Metric and threshold	Date	Maximum investment for the stage (€)	Maximum cumulative investment (€)	Decision at close	Body
***(illustrative example)* 1**	Would business customers pay for a stock-out forecasting service?	Letters of intent from pilot customers	≥ 5 customers with signed intent	31-03-2027	60,000	60,000	Proceed if achieved; Stop if not	AI Committee
***(illustrative example)* 2**	Is paid use sustained?	Paid trial contracts	≥ 3 customers renew after 3 months	30-09-2027	150,000	210,000	Proceed · Pivot · Stop	Board

9.2 Approval of the bet

Field	Content	Guidance
Return hypothesis		What revenue, services or change in operating model are expected, and when.
Main uncertainties		What is not yet known and will be resolved with the milestones.
Option value		What capability or position the company gains even if the bet does not scale. Documented for G3.
Total investment limit		Maximum authorised before a new board decision.
Board decision		Date, body and reference of the minutes.

10

Check by ambition level at G2

Reference: 01 §7.6.

Level	What the canvas must contain	Met
Optimise	Baseline for cost, time or errors; expected savings with a formula.	Yes · No · Not applicable

Level	What the canvas must contain	Met
Augment	Performance and cost metrics; adoption target.	
Transform	Return hypothesis with learning milestones; investment limit per stage; board approval.	

11

Quality criteria

The formal G2 criteria are in document 21 (see criteria G2.xx).

#	Check	Status
1	The hypothesis is falsifiable: it has a refutation condition, threshold, scope and timeframe.	Met · Not met · Not applicable · Pending
2	The baseline is measured or its estimate is justified in P09.	
3	There is a main metric and at least one safeguard metric.	
4	The attribution method is explicit and controls the main threats.	
5	Every amount has a formula, type and status.	
6	Released capacity is shown separately and does not count.	
7	Annual net value and additional net value per euro are calculated.	
8	The stop criteria exist and predate the investment.	
9	For Transform: milestones, limit per stage, option value and board approval.	

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Approval and verification

Function	Role in SEVEN-G	Name and position	Date	Signature or reference
Prepares	AI Product Owner			

Function	Role in SEVEN-G	Name and position	Date	Signature or reference
Reviews unit values	Management control			
Verifies	AI Office (Lite) · AI Auditor (Enterprise)			
Decides	AI Sponsor (Lite) · AI Committee (Enterprise)			
Approves Transform	Board or board committee			

Segregation of duties: the verifier has not prepared the canvas; the sponsor is accountable for the value, but does not verify.

13

Version control

Completed document

Version	Date	Author	Changes

Template

Version	Date	Changes
0.1	16-09-2026	First version. Applies the measurement rules in 00 §6, the G2 criteria by ambition level in 01 §7.6 and the value parameters in the common specification §5.7.