**Epic Hypothesis Statement**

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| --- | --- |
| **Funnel Entry Date:** | <The date that the epic entered the funnel.> |
| **Epic Name:** | <A short name for the epic.>  |
| **Epic Owner:** | <The name of the epic owner.> |
| **Epic Description:** | <An elevator pitch (value statement) that describes the epic in a clear and concise way.>**For** <customers>**who** <do something>**the** <solution>**is a** <something – the ‘how’>**that** <provides this value>**unlike** <competitor, current solution or non-existing solution>**our solution** <does something better — the ‘why’> |
|  |
| **Business Outcomes:** | <The measurable benefits that the business can anticipate if the epic hypothesis is proven to be correct.> |
| **Leading****Indicators:** | <The early measures that will help predict the business outcome hypothesis. For more on this topic, see the Innovation Accounting advanced topic article.> |
| **Nonfunctional Requirements****(NFRs):** | <Nonfunctional requirements (NFRs) associated with the epic.> |

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