**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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