# Strategy Experiment Canvas

<table>
<thead>
<tr>
<th>Setup/Motivation for Strategy Audience</th>
<th>Setting + Subjects</th>
<th>Biz Challenge / Friction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Insight</td>
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</tr>
<tr>
<td>Solution (Your Intervention)</td>
<td>Why + When will it work?</td>
<td>Why + When will it work?</td>
</tr>
<tr>
<td>Impact on the Business (say how you will measure it too!)</td>
<td>Null (What’s the right comparison?)</td>
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</tr>
</tbody>
</table>

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\[ Y = b_0 + b_1(\text{treatment}) + b_2(\text{pre-treatment} \times X) + b_3 (T \times \text{pre}) \]

**The Main "Y"**

**The Secondary "Y"**

**Long-term "Y"**

**Sample**

**Sample size / power**

**Estimation technique**

**Fixed-effect/standard errors/attrition/...**

- \( b_1 \times (X_1) \) (Intervention)
- \( b_2 \times (X_2) \) (Pre-treatment heterogeneity)
- \( b_3 \times (X_1 \times X_2) \) (Heterogeneous treatment effects)