

# Turn any decision into a falsifiable bet — with a number that flips it.

## Background

*Eric Ries · The Lean Startup · 2011 — adapted with Strategyzer Test Card lineage*

The Learning Loop is the build-measure-learn discipline made operational. Lean Canvas defines the bet structurally; the Learning Loop defines how you would actually know the bet was right. Five lines on a single page: the bet, the smallest test, the signal you'll watch this week, the consequence you'll measure next month, and the threshold that pre-commits you to pivot, stop, or double down. The discipline is to design the loop backwards — start from what you need to learn.

## Facilitator Tips

### Common mistake

Naming a goal instead of a bet. "We want to grow" is the destination — the bet is the cause-and-effect claim

### What good looks like

The threshold is a **number**, not a vibe. "If fewer than 2 of 10 customers ask about price unprompted, the

### When to move on

When the founder names the threshold without flinching — and answers "yes" to "are you actually

## About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform — making 24 structured frameworks available to anyone, each one facilitated by WAiDE, an AI coach trained on Wade's methodology.

## How to Run This

- 1 Name the bet.** A falsifiable cause-and-effect claim — "If we change X, Y will happen." Not a goal. Not a feature.
- 2 Pick the smallest test.** Cheapest, fastest experiment that would tell you the bet is right. A fake door, 5 customer interviews, a 10-person pilot. Not a launch.
- 3 Define the leading signal.** A specific behaviour or response within 7 days. Not a vanity metric.
- 4 Define the lagging signal.** The downstream consequence within 30 days that confirms the leading signal was real.
- 5 Pre-commit the threshold.** The number that would force you to pivot, stop, or double down — written before you run the test.

## Try this interactively in The Studio

WAiDE will walk you through the five stages and pressure-test the threshold. You'll leave with a filled Learning Loop and a session report.

[studio.wadeinstitute.org.au](https://studio.wadeinstitute.org.au) →

### THE SMALLEST TEST

*Cheapest, fastest experiment that would tell you the bet is right. Date + sample size + behaviour to measure.*

### LEADING SIGNAL · 7 DAYS

*Specific behaviour or response within 7 days. Not "interest" or "engagement" — a named, counted thing.*

### THE

#### **BET · THE THRESHOLD**

*The number that flips the belief decision. Pre-commit: will pivot, stop, or double down. The most important line on this page. this? "We believe X will cause Y." Falsifiable, cause-and-effect.*

### LAGGING SIGNAL · 30 DAYS

*Downstream consequence within 30 days that confirms the leading signal was real, not noise.*

### IF-THEN COMMITMENT

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