## About this tool:

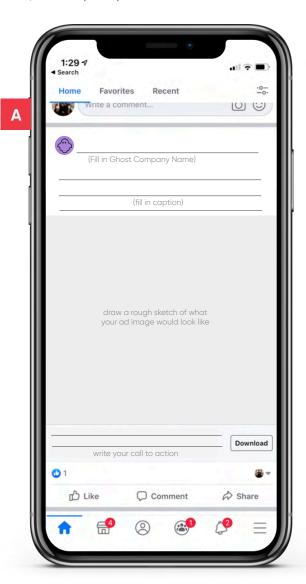
The Prototyping canvas tool is designed to help you quickly isolate and test your key assumptions.

**Concept 1**: Place your main concept and its two assumptions on the space below

Describe your concept here

Place Assumptions Here

The canvas is laid out as an A/B test for Facebook ad, but the principles behind the tool (isolated



assumption experimentation) can be widely applied, in digital formats and beyond.

