

Certainty Assessment

1. Market

What is the Total Addressable Market composed of?: _____

How big is it in dollars?: _____

How does this market break down? (sectors, groups): _____

How many potential customers are there?: _____

How many customer do you think you can get?: _____

Within what time frame?: _____

What will each customer pay per year?: _____

How will you acquire customers? (ie. which channels): _____

How much will it cost to acquire all these customers?: _____

CD Future: The TAM is _____ . We think we can get _____ to pay
(\$) (# of cust.)

_____ for _____ within _____ generating
(\$ or \$/y) (specific product) (# of years)

_____ in revenue at _____ margin. Acquiring these customers will cost
(\$ or \$/y) (%)

approx. _____ through _____ .
(\$ or \$/cust) (Channels)

Areas of market uncertainty: _____

2. Vision

How well do you know the market?: _____

Are you an expert on the market and ancillary markets?: _____

How is this market going to evolve over time, and how will you capitalize on that?:

How are other market players likely to react? what is the plan to beat them or work with them?: _____

Why is now the right time for this company or idea?: _____

Areas of vision uncertainty: _____

3. Strategy

What are the three steps between here and the end zone?:

1. _____
2. _____
3. _____

Why is this the best strategy?: _____

What are the dangers to this strategy and what are the contingency plans?

Danger: _____ Contingency: _____

Danger: _____ Contingency: _____

Danger: _____ Contingency: _____

How does the funding plan match the strategic plan? _____

Who are the ideal investors to add the most value to this company and why?: _____

Areas of strategic uncertainty: _____

4. Product

What is the pain point that your product idea is solving?: _____

How acute is this pain? on a scale of 1 - 10?: _____

Do customers know this is a problem?: _____

What do customers currently do to solve this problem?: _____

Why is your solution 10x better, faster, cheaper?: _____

How many potential customers have you talked to?: _____

How do potential customers think about their problem and your solution?: _____

Have you pre-sold anything? Why/why not?: _____

Is there technical risk here? what is the plan to mitigate it?: _____

Areas of product uncertainty: _____

5. Distribution

What channels will you use to distribute your product or service?: _____

Have you validated the costs of distribution along these channels?: _____

Have you validated messaging with your target customer?: _____

What distribution partners will you need to rely on?: _____

How will you win at distribution? What unfair advantage can you create?: _____

Areas of distribution uncertainty: _____

6. Skills and Team

What skills do you need to execute on your vision?(note: common skills needed are product development, fundraising, hiring, managing people, strategic planning, user experience design, user interface design, graphic design, leading a team to deliver results, sales, marketing, digital marketing, finance, operations and engineering):

Which of these skills (capabilities) do you have already and which do you need to cultivate or hire for?: _____

Has anyone on your team done this before?: _____

Do you have the skill of team building and managing people? if not what's the plan to build this skill?: _____

Areas of team uncertainty: _____

7. Brand & Design

How does your brand suit the market, customer and problem you are solving?: _____

How important is design in this business?: _____

What is your plan to use design strategically to delight customers, users and investors?: _____

Areas of design uncertainty: _____

Certainty Assessment

Given your answers above, how certain are you that you and your company have what it takes to succeed in each of the following areas? (score yourself 1 - 10 from no certainty to absolute certainty)

Market: _____

Vision: _____

Strategy: _____

Product _____

Distribution _____

Skills & Team _____

Brand & Design _____

Circle the biggest areas of risk to your company's success:

Team risk

Execution risk

Product risk

Market risk

Funding risk

Leadership risk

Customer Acq. risk

Technology risk

Distribution risk

Total: _____

70

Based on the above, what 5 (or more) actions do you need to take to materially increase your certainty in yourself and your business?:

1. _____

2. _____

3. _____

4. _____

5. _____