ACE Worksheet – SAM Checklist	Date: _____
ASSESSMENT	**Putting together the IAL**
Personal Assessment	Who are you?
Driving strengths	
Driving weaknesses	
Driving passions	
Dreamer or Doer	
Driving values	
Relevant Experience in field	
How well does the product match your passions and experience?	
Can you put customer development before product development?	
Ability to be objective about your yourself and your work	
Ability to extend task focus	
Ability to commit to a project	
Ability to approach and talk to people about your ideas	
Ability to accept criticism and analyze feedback objectively	
Customer Assessment	**Do This section FOR EACH CUSTOMER SEGMENT**
Environment, industry	
Who is the customer?	
Where is the customer?	
What is the problem you think they have (pain or gain)?	
What is the solution you think they need?	
What are they doing when they have the problem?	
Where do they get information about solutions?	
Where do they network?	
How urgent is the need for a solution?	
Value Proposition	
Preliminary marketing message	
Alternate messages for A/B tests	
Target Market	
What criteria will you use to	

narrow the market?	
How big is the Total Market?	
How big is the Served Market?	
How big is the Target Market?	
How big is the Probable Market?	
Product Assessment	What is your compelling solution?
Your compelling solution idea	
How is the problem solved now?	
Competition's advantage	
Your proposed advantage	
Most effective features	
Minimum Viable Product concept	
What barriers to entry do I have?	
Intellectual property protections?	
Technical feasibility	
Economic feasibility	
Revenue model	
Pricing strategy	
Business Assessment	How can you put the business together?
Product/Customer fits for each customer segment	
Initial Awareness channels	
Initial Sales channels	
Fulfilment concept	
Sales and distribution concept	
Summary raw product cost	
Summary cost of infrastructure	
Summary revenue projection	
Profit projection	
Management team strengths needed	
Your management team analysis	
Develop Initial Assumptions List	IAL
PIVOT OR PROCEED DECISION	
CONFIRMATION **Definition Phase**	**Testing initial assumptions with RESEARCH**
Define the Customer	
Where to meet customers	
How to meet potential customers	

Test Marketing/Sales Channels	
Develop Slogan	
Develop value proposition and benefit statement	
Develop best marketing message	
Develop a VP Illustrative Device	
Develop virtual interview	
Develop personal interview	
Conduct Interviews	**[20 interviews minimum]**
Present, **E**valuate, **T**weak	
Define the Product	Does the product offer a compelling solution?
How does is solve the problem?	
Most impactful features	
Minimum Viable Product	
Technical proof of concept	
Raw Product Costs	
Lean infrastructure costs	
Economic proof of concept	
Level of price (compare to competition)	
Level of effort (compare to competition)	
By how much does the benefit outweigh the perceived cost?	
Define the Business	How will you build, market, and sell the product?
Design a LEAN infrastructure	
Refine Revenue Model/Pricing	
Key Activities	
Key Resources	
Fulfilment Plan	
Distribution Plan	
Minimum Viable Infrastructure	
Review Management Team Fit	
Profitability Calculations	
Develop Final Assumptions List	Refine assumptions with proof from customer interviews
PIVOT OR PROCEED DECISION	
CONFIRMATION **Validation Phase**	**Validating initial assumptions with SALES**
Prove the Customer	
Activate/Test Marketing Channel	

Activate/Test Sales Channel	
Conduct A/B tests and prove for actionable buying motivation	
Monitor/Evaluate Sales Results	
Perfect Benefit Statements	
Perfect Minimum Viable Product (which features drive sales)	
Refine the Customer Profile	
Prove the Product	Does the product have a positive buying decision?
Set up Feedback Testing	
Define MVP minimum feature set	
Re-evaluate technical feasibility	
Prototypes and testing	
Refine the Product Cost Estimates	
Prove the Business	Can you manage the infrastructure?
Determine management tasks	
Evaluate management team's ability to perform	
Raise funds decision (revenue or investors?)	
Develop initial business plan	
Prepare Sources/Uses of funds	
Prepare budget and milestones	
Prepare initial investor pitch	
Raise funds	
Activate fulfillment	
Activate distribution	
Activate key activities	
Activate resources	
Activate infrastructure	
Refine sales projections	
Refine expense projections	
Refine profitability projections	
Refine sources and uses of funds	
Refine business plan	
Prepare mature investor pitch	
Raise funds	
Develop Proven Assumptions List	PAL
PIVOT OR PROCEED DECISION	

EXECUTION	Activate all components
Manage the Customer	Build relationships to keep them around
Activate best channels	
Set up engagement tools	
Develop and introduce grow strategies	
Manage the Product	Control production and costs and quality
Build the core	
Use ACE for all new features	
Manage the Business	Keep it all running smoothly
Monitor Sales	
Monitor Expenses	
Build on your core product	
Expand ONLY IF new features are proven and will create revenue.	