CUSTOMER

{Paying customer and recurring need}

EVIDENCE TO SUPPLY

{Customer segment and current alternatives}
Use evidence from the defined period.

LIMIT OR DECISION

{Concentration and limits}
How dependent is the business on a few customers?

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.

PRODUCT

{Task the product completes}

EVIDENCE TO SUPPLY

{Real product demonstration}
Label prototype features separately.

LIMIT OR DECISION

{Delivery requirements}
Who pays, who uses it and what must work?

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.

{Defined recurring-revenue result}

EVIDENCE TO SUPPLY

{Metric definition, period and source} Separate collected and contracted revenue.

LIMIT OR DECISION

{Retention cohort and denominator} Keep forecasts out of historical results.

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.

ACQUISITION

{How customers find and buy the product}

EVIDENCE TO SUPPLY

{Channel, conversion period and observed cost}
Separate results from planned channels.

LIMIT OR DECISION

{Repeatability question}
What has not been demonstrated at scale?

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.

RISKS

{The uncertainty that changes the plan}

EVIDENCE TO SUPPLY

{Evidence, affected customers and owner}
Explain the operational consequence.

LIMIT OR DECISION

{Response and trigger}
What would require changing course?

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.

USE OF FUNDS

{Resources needed for the next milestone}

EVIDENCE TO SUPPLY

{Uses, amount, timing and assumptions}
Reconcile the total with the ask.

LIMIT OR DECISION

{Measured milestone}
Show how progress will be reviewed.

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.

ASK

{Funding request and next discussion}

EVIDENCE TO SUPPLY

{Amount and purpose}
Link the request to the uses on slide 6.

LIMIT OR DECISION

{Supporting evidence}
Prepare definitions and calculations for follow-up.

Fill-in template. Replace every placeholder; historical results and forecasts stay separate.