Greywoods

Start-Up Momentum Scorecard

(Out of 150 Points)

Purpose: Assess your readiness to successfully go to market and scale.

Structure:

- **6 Categories**
- **25 Points each**
- **Total = 150 Points**

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1. Problem Gravity (25 Points)

Are you solving something real?

This is where most startups fail early.

Scoring Criteria:

- **Clarity of Problem (0–5)**
  Is the problem specific, painful, and well-articulated?
- **Target Customer Definition (0–5)**
  Is there a clearly defined ICP (not “everyone”)?
- **Solution Relevance (0–5)**
  Does the product directly solve the problem?
- **Evidence of Demand (0–5)**
  Interviews, waitlists, early users, pilot customers?
- **Frequency & Urgency (0–5)**
  Is this a “nice to have” or a “must solve now”?

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2. Market Advantage (25 Points)

Is this worth building?

Scoring Criteria:

- **Market Size & Accessibility (0–5)**
  Is there a reachable and meaningful market?
- **Competitive Landscape Awareness (0–5)**
  Do you understand competitors and alternatives?
- **Differentiation / USP (0–5)**
  Why you vs everyone else?
- **Positioning Clarity (0–5)**
  Can you clearly articulate *who we're for + why we win*?
- **Timing (0–5)**
  Is the market ready now?

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3. Go-To-Market Engine (25 Points)

Do you know how you'll actually get customers?

Scoring Criteria:

- **Channel Strategy (0–5)**
  Clear acquisition channels (not social media vaguely)
- **Customer Journey Mapping (0–5)**
  Awareness → consideration → conversion defined?
- **Messaging & Offer (0–5)**
  Clear value proposition and call-to-action?
- **Lead Generation Plan (0–5)**
  Specific campaigns, not just ideas?
- **Early Traction or Testing (0–5)**
  Have you tried anything yet?

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4. Product Reality (25 Points)

Can you actually deliver?

Scoring Criteria:

- **MVP Definition (0–5)**
  Clear version 1 (not overbuilt)
- **Usability / UX (0–5)**
  Is it intuitive and usable?
- **Delivery Capability (0–5)**
  Can you fulfil what you sell?
- **Feedback Loops (0–5)**
  Mechanisms for learning and iteration?
- **Scalability Potential (0–5)**
  Can it grow beyond manual effort?

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5. Commercial Viability (25 Points)

Will this make money?

Scoring Criteria:

- **Revenue Model Clarity (0–5)**
  How do you make money?
- **Pricing Strategy (0–5)**
  Thoughtful vs guessed?
- **Unit Economics Awareness (0–5)**
  Basic understanding of cost vs revenue?
- **Sales Process Defined (0–5)**
  How does a customer actually buy?
- **Revenue Traction / Pipeline (0–5)**
  Early sales, Letter of Intent, or pipeline?

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6. Founder Momentum(25 Points)

Can you actually pull this off?

This is your secret weapon category.

Scoring Criteria:

- **Founder Clarity & Vision (0–5)**
  Clear why, direction, and conviction?
- **Speed of Execution (0–5)**
  Are you shipping or overthinking?
- **Skill Coverage (0–5)**
  Do you have (or access) key capabilities?
- **Coachability & Adaptability (0–5)**
  Will you listen and iterate?
- **Consistency & Momentum (0–5)**
  Are you showing up regularly?

Scoring Bands

130–150: Launch Ready

You're not guessing anymore — you're executing.

- You have strong clarity on your customer, problem, and positioning — and it shows
- Your go-to-market approach is working (or very close to working)
- You're in a position to scale what's already gaining traction, not reinvent it
- Your biggest risk now is lack of focus or inconsistent execution, not strategy
- Now, double down on channels, messaging, and conversion to drive growth

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100–129: Momentum Building

You're on the right path — but not consistent yet.

- You have a solid foundation, but key gaps are holding back traction
- You're likely seeing some wins, but you're not repeatable yet
- Your challenge is moving from ideas → systems → consistency
- You may be spreading yourself too thin across channels or priorities
- The next step is to focus, simplify, and build a repeatable go-to-market engine

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70–99: At Risk of Stalling

You're busy — but not building momentum.

- You're likely working hard, but without clear direction or results
- Your positioning, offer, or target customer is still too vague
- You may be jumping between tactics without a clear strategy
- There's a real risk of burning time, money, and energy without traction
- The next step is to pause, simplify, and rebuild your foundations properly

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Below 70: Idea Stage / Not Ready

You don't have a go-to-market yet — you have a concept.

- Your idea may be interesting, but it's not validated in the real world
- You don't yet have clear evidence that customers truly want or need this
- Your biggest risk is building something no one will pay for
- You should not be investing heavily in marketing or scaling yet
- The next step is to validate the problem, test demand, and prove willingness to pay

Greywoods Start-Up Momentum Scorecard:
Action Framework

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1. Problem Gravity

If you scored low: you don't understand the problem deeply enough

Actions:

1. **Run 10 Customer Interviews (Non-Sales)**
   Ask: What's the hardest part of X right now?
   No pitching, just listening
2. **Write a One-Sentence Problem Statement**
   We help [who] solve [specific painful problem]
   If it's vague, you're not ready
3. **Map the Cost of the Problem**
   What does this problem cost in time, money, stress?
   Make it tangible
4. **Validate Frequency & Urgency**
   Ask: How often does this happen? and What happens if you don't fix it?
   Kill "nice-to-have" ideas early

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2. Market Advantage

If you scored low: you're not positioned to win

Actions:

1. **Create a Simple Competitor Map**
   5–7 competitors + how you position themselves
   Identify gaps, not similarities
2. **Define Your "Only We" Statement**
   We are the only [category] that [unique outcome]
   Forces differentiation
3. **Narrow Your Ideal Customer Profile (ICP)**
   Cut your audience in half
   Specificity = traction

4. **Test Your Positioning with 5 People**
   Ask: Would you choose this over alternatives? Why/why not?
   Reality check fast

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3. Go-To-Market Engine

If you scored low: you don't have a repeatable way to get customers

Actions:

1. **Pick ONE Primary Channel (Not 5)**
   Example: LinkedIn outreach, partnerships, Meta ads
   Focus beats noise
2. **Build a Simple Funnel**
   Content → Lead magnet → Call → Sale
   Draw it on one page
3. **Write a Clear Offer**
   Get [result] in [timeframe] without [pain]
   Make it outcome-driven
4. **Launch a 2-Week Test Campaign**
   Don't overthink — just run something
   Learn from action, not planning

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4. Product Reality

If you scored low: your product isn't ready or grounded in reality

Actions:

1. **Define Your MVP (Minimum Viable Product)**
   Strip it back to the simplest version that delivers value
   Cut 50% of features
2. **Deliver It Manually First**
   Do it "concierge-style" before automating
   Learn what actually matters
3. **Get 5 Users Through the Experience**
   Even free or discounted
   Real usage > theory
4. **Create a Feedback Loop**
   After delivery, ask: What worked? What didn't?
   Iterate fast

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5. Commercial Viability

If you scored low: you don't have a business yet — just an idea

Actions:

1. **Set a Price and Test It Immediately**
   Stop asking *what would you pay?* — ask for money
   Truth comes from transactions
2. **Define Your Sales Process**
   Lead → Conversation → Offer → Close
   Make it repeatable
3. **Calculate Basic Unit Economics**
   Cost to acquire vs revenue per customer
   Even rough numbers are fine
4. **Build a 30-Day Revenue Target**
   Example: We need 10 customers at $500
   Creates urgency and focus

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6. Founder Momentum

If you scored low: you're the bottleneck

Actions:

1. **Set a Weekly Execution Rhythm**
   3 priorities per week — non-negotiable
   Momentum > perfection
2. **Ship Something Every 7 Days**
   Campaign, landing page, outreach, product update
   Progress is visible
3. **Find 1 Accountability Partner or Coach**
   Someone who pushes you
   Solo founders stall
4. **Kill One Thing You're Overthinking**
   Launch it imperfectly
   Speed wins early-stage

Your score isn't a judgement — it's a snapshot. The goal is simple: move up one band, step by step

Your score tells you where you are. These actions tell you what to do next.

We have:

- Highlighted your **lowest scoring category**
- Given you **tangible actions per topic to improve quickly**
- And now invite you to **speak with us** for more customised mentoring

We guide you through all of this, step by step.

Momentum Recovery Plan

- Email your score to blair@greywoods.com.au
    - Include your score
    - Your weakest categories (bottom 2)
    - I will give you a more detailed set of immediate actions actions
    - I will also take you through our GTM Grad School