Business Readiness Scorecard

Ten questions to find out whether the business is ready for its next stage: a new market, a larger customer, a funding round, or a step change in volume.

Score each statement

0 = not true **1** = partly true **2** = clearly true and we can show evidence. Answer for the business as it is, not as you plan it to be.

#	Dimension	Statement	Score
1	Offer	We can describe, in two sentences, who the product is for and why they buy it.	
2	Offer	We have repeat customers or references that match the next-stage customer.	
3	Market	We have evidence of demand at the next stage, not only a belief in it.	
4	Market	We know who the competitors are and where we win and lose against them.	
5	Operations	Delivery works without the founder or one key person in the room.	
6	Operations	Our systems and processes can handle double the current volume.	
7	Finance	We know the cash needed to reach the next milestone, and have it or a clear route to it.	
8	Finance	We understand margin by customer segment and the next stage keeps it healthy.	
9	Leadership	The leadership team agrees on the goal, the trade-offs, and who owns what.	
10	Leadership	We have decided what we will stop doing to make room for the next stage.	

Your result (0–20)

Total	Readiness	What to do next
0–7	Build foundations first	Pause the move. Fix the two lowest dimensions and re-score in 60 days.
8–14	Ready with conditions	Proceed in a controlled step (a pilot, one customer, one market). Close the lowest-scoring gaps in parallel.
15–20	Ready	Commit, and build the 90-day plan. Re-check readiness at each stage gate.

Dimension subtotals

Dimension	Questions	Subtotal (of 4)	Weakest? Mark it.
Offer	1–2		
Market	3–4		
Operations	5–6		
Finance	7–8		
Leadership	9–10		

> **Read the shape, not just the total.** A business scoring 14 with one dimension at 0 is less ready than one scoring 12 evenly. The weakest dimension is usually the one that will stall the next stage.

Your first three actions

#	Action to close the biggest gap	Owner	Due
1			
2			
3			

Want an independent read on your readiness?
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