



## Issue Surfacing Founder Questionnaire

My name is \_\_\_\_\_ . I'm looking to serve (*specific customer*) \_\_\_\_\_  
\_\_\_\_\_ in the (*location*) \_\_\_\_\_.

Right now my customer is (*current state*) \_\_\_\_\_ we  
will create a transformation to (*end state*) \_\_\_\_\_ by  
(*product / service*) \_\_\_\_\_.

Currently my time is worth (\$ / Hr) \_\_\_\_\_ and I am willing and able to take a  
pay cut to \$ \_\_\_\_\_ / (*time*) \_\_\_\_\_ for (*duration*) \_\_\_\_\_.

I am going to test my market by (*action*) \_\_\_\_\_

Before (*date*) \_\_\_\_\_ and I will report my results to: (*persons name*)  
\_\_\_\_\_ within 2 days. If I don't see (*results*):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

I will (*action*) \_\_\_\_\_

I expect each customer to pay me (\$) \_\_\_\_\_ (*frequency*) \_\_\_\_\_.  
The lifetime value of each customer should be (\$) \_\_\_\_\_. Company profit  
form each customer should be: \_\_\_\_\_.

Our organization will be (**Sales / Operations**) focused. We will sell by (*customer acquisition  
method*) \_\_\_\_\_

To get (#) \_\_\_\_\_ customers, I need to reach out to (#) \_\_\_\_\_ of people each (*time  
period*) \_\_\_\_\_. Our expected cost to acquire a new customer will be (\$) \_\_\_\_\_.

If we don't have \_\_\_\_\_ (#) clients / \_\_\_\_\_ (\$) revenue / \_\_\_\_\_ Impact by  
(*date*) \_\_\_\_\_ I will (*action*) \_\_\_\_\_.

I expect to sell for a (*multiple*) \_\_\_\_\_ of (*gross / SDE / EBITIDA*) \_\_\_\_\_.

Signed \_\_\_\_\_

Date \_\_\_\_\_

### Goals & Results

Date

	Lifetime	3 Year	1 Year	1/4 Crucial Results
1				
2				
3				
4				
5				

### 1Yr Plan

	1 Year	Q1	Q2	Q3
1		0		
2		0		
3		0		
4		0		
5		0		

### Cleanups

3 messes need to be cleaned up to increase your confidence the most?

### Delegations

3 areas of 'stuff' need to be delegated to increase your confidence most?

### New Capabilities

3 new capabilities need to be developed to increase your confidence most?

### Non Acceptables

3 'non-acceptables' need to be eliminated to increase your confidence most?

1				
2				
3				

### Largest Check

Who Writes?

Dream Check

\$

Current Largest Check

\$

Minimum Check

\$

### Top 20 Club

	Name	Best Result	Name	Best Result
1			11	
2			12	
3			13	
4			14	
5			15	
6			16	
7			17	
8			18	
9			19	
10			20	