

Enterprise Conversation Qualification Sheet

Pairs with: Innovation teams are useful, but they are not always buyers

Decide whether an exploratory innovation conversation has a real route to revenue.

Founder / team	Account / market / topic	Date
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When to use it

Use after an enterprise innovation meeting to decide whether to continue, exit, or change shape.

What this worksheet covers

Path to budget	Business owner identified
Implementation route	Conditions for a paid pilot
Stop rule	

Questions to answer before you start

Who would own this if it became real? _____ _____ _____	What is the path to budget? _____ _____ _____
What proof would move this out of exploration? _____ _____ _____	What is the stop rule after repeated meetings? _____ _____ _____

Qualification sheet

Question	Answer	Confidence 1-5
Who owns the business problem?	<hr/> <hr/>	<hr/> <hr/>
Who controls budget?	<hr/> <hr/>	<hr/> <hr/>
What trigger makes this urgent?	<hr/> <hr/>	<hr/> <hr/>
What paid pilot conditions were discussed?	<hr/> <hr/>	<hr/> <hr/>
What implementation route exists?	<hr/> <hr/>	<hr/> <hr/>
What internal proof is needed?	<hr/> <hr/>	<hr/> <hr/>
What date will the path be clear?	<hr/> <hr/>	<hr/> <hr/>

Continue or exit

Option	Use when	Your decision
Continue	_____ _____	_____ _____
Buyer, budget path, and dated next step exist	_____ _____	_____ _____
Reframe	_____ _____	_____ _____
Need access to business owner or clearer use case	_____ _____	_____ _____
Exit	_____ _____	_____ _____
No budget path after agreed number of meetings	_____ _____	_____ _____

Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____

Decision card

What this now tells me

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
