

Paid Proof Sprint Worksheet

Pairs with: Paid proof before polish

Define a paid pilot, price it, scope it, and decide what evidence will count.

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

Use this when you need to move from encouraging conversations to evidence that someone will pay.

What this worksheet covers

Problem worth paying for	Buyer and budget owner
Pilot scope	Success criteria
Price and decision date	Evidence review

Questions to answer before you start

What exact problem will the buyer pay to solve now?

Who owns the budget and who can approve the pilot?

What is included, excluded, and time-boxed?

What evidence would prove this should continue?

What price will you test and what decision date will you set?

What did the pilot prove about urgency, margin, repeatability, and next step?

Paid proof sprint definition

Field	Your answer
Buyer segment	<hr/> <hr/>
Named prospect or account	<hr/> <hr/>
Problem statement	<hr/> <hr/>
Outcome promised	<hr/> <hr/>
Pilot length	<hr/> <hr/>
Pilot price	<hr/> <hr/>
Decision date	<hr/> <hr/>
Success metric	<hr/> <hr/>
Delivery owner	<hr/> <hr/>
What happens after the pilot	<hr/> <hr/>

Evidence review

Question	Evidence collected	Decision
Did the buyer pay?	_____ _____	_____ _____
Did the buyer give access to the right people/data?	_____ _____	_____ _____
Did delivery stay inside scope?	_____ _____	_____ _____
Did the outcome matter enough?	_____ _____	_____ _____
Can this be repeated with similar buyers?	_____ _____	_____ _____

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
