

BUILDPROVEN · E2P METHODOLOGY

# "Is This a Product?" Scorecard

10 questions. 100 points. One honest answer. Stop guessing whether your idea is worth building.

**FREE**



**BuildProven**  
Your expertise is the product.  
All is just the factory.

**Most domain experts have at least one great product idea buried in their career. Most never build it. Not because the idea's bad - because they can't tell if it's good enough to be worth the time. This scorecard cuts through that.**

**How to use:** Answer each question about one specific product idea. Score 0-10. Be honest — the scorecard only works if you are. Add up your total at the end.

## Q1: Market Size

*How many potential customers exist for this product?*

Score	What it means
0-2	Fewer than 100 potential customers — too niche
3-5	100-1,000 customers — viable if they pay well
6-8	1,000-10,000 customers — solid market
9-10	More than 10,000 — strong opportunity

**My score: \_\_\_\_\_ / 10**

## Q2: Expertise Moat

*How hard would it be for someone without your specific expertise to build this?*

Score	What it means
0-2	Anyone could build it with a few hours of research
3-5	Someone in the industry could figure it out
6-8	Would take years of hands-on experience to do properly
9-10	Only a handful of people in the world have this depth

**My score: \_\_\_\_\_ / 10**

### Q3: AI Buildability

*How well does AI fit the work this product needs to do?*

Score	What it means
0-2	Requires physical presence or real-world action
3-5	AI could assist but humans still do most of the work
6-8	AI could handle 60-80% with the right framework
9-10	Exactly what AI is built for — text, data, documents

**My score: \_\_\_\_\_ / 10**

### Q4: Willingness to Pay

*Are customers already paying for something similar?*

Score	What it means
0-2	No evidence anyone would pay — 'nice to have'
3-5	People pay consultants for this occasionally
6-8	Companies budget for this regularly
9-10	Budget line item — companies pay for it every year

**My score: \_\_\_\_\_ / 10**

## Q5: Time to MVP

*How quickly could you ship something people could actually use?*

Score	What it means
0-2	More than 6 months to a usable product
3-5	3-6 months
6-8	4-8 weeks
9-10	1-3 weeks — focused, scoped problem

**My score: \_\_\_\_\_ / 10**

## Q6: Personal Energy

*Do you actually want to work on this? Will it hold your attention for 12+ months?*

Score	What it means
0-2	I'd be bored by month 3
3-5	Practical but not exciting
6-8	Genuinely interesting to me
9-10	I'd build this even if it never made money

**My score: \_\_\_\_\_ / 10**

## Q7: Distribution Path

*Can you see a clear path to finding the first 10 customers?*

Score	What it means
0-2	No idea how I'd reach customers
3-5	I'd have to figure out a new channel
6-8	I have a network or community I could reach directly
9-10	I know exactly who to call tomorrow

**My score: \_\_\_\_\_ / 10**

## Q8: Revenue Potential

*What's the realistic annual revenue ceiling if this works?*

Score	What it means
0-2	Less than \$10K/year at full potential
3-5	\$10K-\$50K/year
6-8	\$50K-\$200K/year
9-10	\$200K+/year — can fund a real business

**My score: \_\_\_\_\_ / 10**

## Q9: Competitive Gap

*Is there a clear reason your product wins against what's already out there?*

Score	What it means
0-2	Strong competitors, nothing differentiating
3-5	Competitors exist but mine is better in one way
6-8	Competitors exist but miss this specific use case
9-10	No direct competitors — gap is clearly underserved

**My score:** \_\_\_\_\_ / 10

## Q10: Feedback Access

*Can you get in front of real potential customers quickly?*

Score	What it means
0-2	No access — I'd be building blind
3-5	Could find people through cold outreach
6-8	I know people who'd give honest feedback
9-10	Could call 5 people today who'd tell me if this is real

**My score:** \_\_\_\_\_ / 10

## Your Total Score

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#	Question	Score
Q1	Market Size	_____ / 10
Q2	Expertise Moat	_____ / 10
Q3	AI Buildability	_____ / 10
Q4	Willingness to Pay	_____ / 10
Q5	Time to MVP	_____ / 10
Q6	Personal Energy	_____ / 10
Q7	Distribution Path	_____ / 10
Q8	Revenue Potential	_____ / 10
Q9	Competitive Gap	_____ / 10
Q10	Feedback Access	_____ / 10

## What Your Score Means

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### **80-100: Build it.**

Strong signal. You have expertise, a real market, and a clear path. The risk now is waiting too long. Scope down to the smallest useful version and ship it in the next 4 weeks.

### **60-79: Worth exploring seriously.**

Solid fundamentals. A few gaps, but nothing unfixable. Pick the 2 lowest-scoring questions and work out if they're fixable before committing. Then build anyway.

### **40-59: Proceed with caution.**

Something's here but real gaps exist. Run quick customer discovery first — 5 conversations with potential customers will tell you if the score is wrong.

### **20-39: Not yet.**

Something significant is missing. Most common: no real market, no customer access, or it's not actually a product (it's consulting in disguise). Go back to the Expertise Audit.

### **Below 20: Hard pass.**

Move on. The fastest way to find a good idea is to discard the bad ones quickly.

**Scores are inputs, not verdicts. A 65 that you're obsessed with beats a 78 you're lukewarm about every time. The best predictor isn't the idea — it's whether the founder can't stop thinking about it.**

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**Scored 60+? Get the Expertise-to-Product Guide and start building.**

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