

TOOL

Four Questions Every Founder Needs to Answer

Curated by Simon De Los Rios

WHO IS THIS FOR

This tool is for founders about to build an offer, a pitch, or a marketing plan, before the specifics have been tested.

PAIN

Building on a foundation that sounds good but has never been checked against a real problem, a real buyer, or a real price.

SOLVES

Forces you to answer four specific questions before you build anything else, so the foundation actually holds.

TOPIC

BUSINESS & ENTREPRENEURSHIP

READ TIME
2 minutes

TIME REQUIRED
20 min

WHAT YOU NEED
notebook, pen

Step 1: Define the problem

Write down the specific problem you are solving. Not the industry, not the category, the actual problem someone has.

– *What is the problem you are solving? Write it in one sentence.*

Step 2: Picture the outcome

Describe what changes for your client once the problem is solved.

– *What does life look like for your client once it is solved?*

Step 3: Name who benefits most

Get specific about who feels this problem most today. Not "everyone," not a vague demographic.

– *Who feels that problem most acutely today?*

Step 4: Test the value against the price

Compare what solving this is worth to your client against what you charge.

– *If your client paid you 10x what you charge, would they still feel it was worth it?*

Example. A founder notices that young people want to grow their wealth and diversify beyond stocks and savings accounts but do not know where to start. She builds a platform where young professionals can buy original artwork from emerging artists, hold the pieces as assets, and sell when ready. The ideal outcome: a simple, accessible way to invest in something tangible that grows in value while supporting artists. The people who benefit most are young professionals between 25 and 35 who want their money working for them. She charges a 15% commission on sales. If a buyer purchases a piece for 500 EUR and sells it for 2,000 EUR three years later, the return is well beyond anything a savings account offers. That is the 10x.

BEFORE YOU CLOSE THIS

You do not need every answer to be perfect. You need all four answered honestly before you build anything else on top.

CONTINUE WITH

UFS, once your offer is validated, this tool helps you map exactly what is standing between your client and the outcome you just described.

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Source: Adapted from Alex Hormozi

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