

Start-up Self Assessment

Created By: Tyson K Consulting, LLC © 2026



1. **Science and technology:** What is your proprietary core?
2. **Problem:** What do you solve?
3. **Market:** Who is your beachhead customer?
4. **Team:** What are the 3 domain specific skills currently on your payroll?
5. **Rate your confidence** ___/10 (10 is absolutely confident, 0 is no confidence)
 - Utility: Does your tech solve the root cause of the problem? ___/10
 - Validation: Can you get signed contracts or LOIs at your price point? ___/10
 - Operations: Can you double your current production without “heroic” effort? ___/10
 - Insulation: How defensible is your IP against top competitors? ___/10
6. **Rank the following priorities for the next 100 days:**
 - ___ Execution integrity: Need to prove the technology works in the field
 - ___ Revenue Momentum: Need to scale sales and lower customer acquisition cost (CAC)
 - ___ Valuation Moat: Need to protect IP and finalize brand position
 - ___ Portfolio Leverage: Need to figure out how to apply technology to a new vertical
7. **Hero Gap:** If the CSO/Lead scientist or CEO took a 3 week leave, what would happen to the “Market”?
8. **Technology Readiness Level (TRL) Reality:** On a scale of 1-9, what is the honest TRL of the core product? ___/9
9. **Burn Metric:** About how much capital are you spending to capture \$1 of new revenue?

If there are gaps, weaknesses, or areas of concern,

OR

If you have perfect scores but do not see the traction you expect:

Set up an [introductory meeting](#) to discuss your results and create a development plan for your business.