

Founder-Business Fit

Turn your goals, money, time, skills and limits into the business types that actually fit you, then pick what to test.

NAME _____

DATE _____

DECIDE BY _____

GOALS

01

What should the business give you, and by when?

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RESOURCES

02

Money, runway, hours a week, skills and contacts.

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FOUNDER FIT

03

The work that gives you energy, and the work that drains you.

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CONSTRAINTS

04

What you won't do, whatever the upside.

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TENSIONS

05

Where two answers pull apart. Which side would you change?

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BUSINESS ARCHETYPES

06

Three to five types of business: why each fits, and where it doesn't.

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OPPORTUNITIES

07

Who pays, for what, and how you'd reach them. Mark every guess unverified.

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CHOSEN BETS

08

One to three opportunities worth a month of your time.

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VALIDATION TESTS

09

The cheapest test for each bet, with a pass line set up front.

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How to run a Founder-Business Fit

TIME

30–45 mins

WHO JOINS

You, plus a cofounder or partner if you have one

YOU LEAVE WITH

1–3 business bets that fit you, each with a validation test for this month.

What it is

Founder-Business Fit matches the business to the person who has to run it. Instead of starting from an idea, you start from your goals, the money and time you can put in, your skills, the work you enjoy and the limits you won't bend. Then you work out which types of business fit and test the best few. It closes the gap between the business you picture owning and the one you'd actually enjoy building and running day to day.

When to use it

Use it when you want to start a business but don't know which kind, when you're torn between ideas that all sound good, when you're leaving a job or building something on the side, or when a past venture worked on paper and wore you out in practice.

How to run it

Fill in your profile first: what you want the business to give you and by when, what you can put in, the work that gives you energy and the work that drains you, how you'd find customers and your hard limits. Mark each preference as a must, a preference or flexible. Then name the tensions, where two answers pull against each other, and decide which side you'd actually change. Only then list three to five types of business that fit, with why each fits, where it doesn't and what to test. Develop concrete opportunities under the favorites, pick one to three bets and agree the cheapest test that would prove or kill each one this month.

Watch out for

- ✗ Starting from an idea and working backward to justify it, instead of starting from what you want and what you can put in.
- ✗ Choosing the business you'd like to own over the one you'd enjoy running day to day.
- ✗ Marking every preference as a must, so nothing fits, or none of them, so anything does.
- ✗ Leaving contradictions unresolved, like a \$10M goal on 10 hours a week.
- ✗ Taking market size, competition or demand on faith instead of testing them.
- ✗ Leaving with ten bets and no tests, instead of one to three bets with a pass line each.

Questions for each section

01 GOALS

- What do you want this business to give you: a steady income, a business to sell or a big company?
- How much do you want to earn from it, and by when?

02 RESOURCES

- How much money could you put in, and how much of it could you lose and still be OK?
- How long could you go without income from the business, and how many hours a week can you really give it?
- Which skills, contacts or audience do you already have?

03 FOUNDER FIT

- What did you love doing day to day in past jobs and projects, and what did you dread?
- Which ways of finding customers would you actually keep doing week after week?

04 CONSTRAINTS

- What won't you do, whatever the upside?
- When does it need to make its first money?

05 TENSIONS

- Where do two of your answers pull in opposite directions?
- Which side would you actually change?

06 BUSINESS ARCHETYPES

- Which types of business fit your goals, your means and the work you enjoy?
- Where does each one not fit, and what would have to be true for it to work?

07 OPPORTUNITIES

- Who would pay, for what, and how would you reach them?
- Which claims about the market are still guesses?

08 CHOSEN BETS

- Which one to three opportunities are worth a month of your time?

09 VALIDATION TESTS

- What's the cheapest test that would prove or kill this bet this month?
- What result counts as a pass, agreed before you start?

	DECISION OR ACTION	OWNER	DUE	DONE
01				☐
02				☐
03				☐
04				☐
05				☐
06				☐
07				☐
08				☐
09				☐
10				☐
11				☐
12				☐

Good points that aren't for today. Note them so the room can move on.



Next time, let Tedi
run the room.

Video, one shared canvas and a facilitator who writes this page up for you. Free to start.

teamsfacilitator.com/founder-business-fit-template