# Founder prospect relevance worksheet

Use this worksheet to move from a market hypothesis to a list you can inspect. Following a company suggests a relationship to that company's content or presence; it does not prove product usage, dissatisfaction, purchasing authority or intent to switch.

Product/offer: _____ Reviewer: _____

Review date: _____ Decision date: _____

## Write a narrow buyer hypothesis

We help _____ do _____.

A person might care because _____.

Evidence we need before considering them a fit: _____

Signals that would rule them out: _____

Keep "might care" separate from what a source actually shows. A company page or job title cannot supply a person's unmet need.

## Choose relevant companies or bring a search

Already have supported sources? Start a direct order. Otherwise, the optional company finder can help identify companies to inspect. Missing profiles or counts need verification; a guessed count is not a purchase basis.

| Company/source label | Why its market may overlap | What the source actually shows | Checked on | Keep or reject |
|---|---|---|---|---|
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |

Store exact references privately. Do not put private URLs, tokens, prospect names or search text into campaign tags or public contributions.

## Choose the order path

- Targeted Search: bring a supported professional search and requested quantity, with at least 1,000 leads per search; review price and explicitly confirm payment.
- Company Followers: bring a supported company page; review the checked count/scope and price before payment.
- Filtered Followers: pair the company with supported filtering criteria and request an owner quote. Review the issued scope before funding.

Current reviewed amount: _____ Scope reference: _____

Credits/cash understood: [ ] Missing evidence resolved: [ ]

Followingg fulfills funded work and publishes CSV results later. A discovery result, signup or funded order is not proof of useful delivery or customer acquisition for your business.

## Inspect people without guessing their needs

Use the sample field guide. For a real delivery, record the file/version and the inspected subset before reporting quality.

File/version: _____ Inspected: _____ of _____ rows

| Record reference in our private file | Available role/company/location evidence | Missing information | Decision and reason |
|---|---|---|---|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

Fictional example: Alex Morgan's sample row says Sales lead, Example Co., Toronto, Canada. If your hypothesis concerns North American sales leaders, those fields support further inspection. They do not establish company size, budget, actual software usage or a problem Alex wants solved. Sam Rivera's blank contact fields stay blank. Neither person is a real prospect.

Our categories:

- Research: available context suggests fit, but important facts remain unknown.
- Consider for our workflow: required checks are satisfied, including our own suppression and appropriate-use checks.
- Exclude: the available facts conflict with the hypothesis or required information cannot be established.

Contact-field presence is separate from fit. Followingg does not perform the conversation in your outreach tools or promise replies, meetings or sales.

## Learn before ordering more

What did we actually learn? _____

What remains unknown? _____

Useful records among inspected records: _____ / _____

Observed downstream result, with its date and denominator: _____

Next choice: [ ] narrower source [ ] different supported filter [ ] more research [ ] repeat order [ ] stop

Why this choice: _____ Revisit on: _____

Inspect the actual services, sample and current pricing before purchase. Use a new scope/price review for a repeat order rather than treating the previous output as a standing promise.