

FORGE ASSESSMENT

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01 Summary

83	IGNITE	No limits
OUT OF 100	LEVEL	ON THE SCORE

You're ready. You know the work, people take your calls, and you can commit. You've earned an Ignition Call. We'll check the proof behind your answers, and then we both decide whether to start.

Strengths	All in (100), People take your call (83), Know the money (83), Stuck market (83), Know the work (80)
Gaps	Hard to copy (67)
Next step	Book your Ignition Call. It's a 60-minute paid call with a founder. You'll see the price on the booking page before you pay, and you can back out there.

[Book your Ignition Call](#) forge.exprise.co/book?r=F-C9585A6BC8 · your details are filled in

02 Scorecard

AREA	WEIGHT	SCORE	POINTS	RATING
Know the work	25	80	20.0	Strong
People take your call	20	83	16.6	Strong
Know the money	10	83	8.3	Strong
Stuck market	10	83	8.3	Strong
Hard to copy	10	67	6.7	Developing
All in	15	100	15.0	Strong
Balance bonus	10	80	8.0	
FORGE Score	100		83	IGNITE

Strong 70+, Developing 45 to 69, Weak under 45. Levels: IGNITE 75+, WARM 55 to 74, COLD 35 to 54, FROZEN under 35. Balance bonus: one tenth of the lowest of the first three areas.

03 Our analysis

Written by AI from your answers. Not yet checked by our team. Numbers you typed are stated, not proven.

Strong score. Write down the broken step before the call. Your answers show you can name the broken step and put a dollar number on the pain. The gap that matters most is how you reach 20 buyers without ads, and how you describe the problem in your customers' words. Those still need work.

First product	Warranty claim recovery for HVAC shops (our guess to test, since no product was given) Start by testing whether your 20-truck shops lose money on denied manufacturer claims at the stated \$40K a year. The stated \$400 a month would recover \$3K a month, so the buyer gets back 7.5 times what they pay, if the call confirms it.
First buyers	The service manager pushes for it and the owner signs. It happens after a manufacturer turns down a stack of claims. (a guess to test)
Hard to copy?	Hard to copy would come from holding the denied-claim records the big software company doesn't collect. You haven't written down why the big player can't copy you, and daily use is unproven.
Biggest risk	Shops may not keep records of denied claims, so the loss stays hidden in their books. Start by testing whether those records exist before you build anything.
We'll ask you	1. Which exact claim step do your shops lose money on, and how many claims hit it each month? 2. Will the service manager push for this, and what does the owner need to see before signing? 3. How many manufacturers deny claims often enough to make this a monthly problem for a shop?
Next 90 days	1. Interview 10 HVAC service managers this month and write down the exact claim step where they lose money; target 7 confirming it. 2. Pull denied warranty claims from 5 shops and total the dollars lost per shop; target a figure near the stated \$40K a year. 3. Offer 5 shops a paid pilot at \$400 a month and count how many say yes within 30 days; target 2.
How sure	Medium. Pain and price are stated with numbers. Reaching 20 buyers and daily use aren't, and the call will test them.

04 Priorities

1. **Hard to copy.** Ask two questions. What would the big software company lose by copying you? What would a customer lose by leaving you after a year? If both answers are "nothing," pick a different first product.

05 What happens next

You bring the know-how, the first buyers and your reputation. Exprise builds and runs the software, sales tools, pricing, the company and the launch. You commit \$250K over 24 months and your full time, only after test customers prove the price works (about weeks 5 to 6). Exprise puts in its own money too, and its funding partner adds growth money at \$1M a year in sales. Ask for the deal terms in writing on the Ignition Call.

Score → **Ignition Call (next step)** → Map the work → Test the price → Build → Grow → \$1M a year