Climate Sprints

SELF-ASSESSMENT · NOT GATED · USE IT AND KEEP IT

Does anyone have to buy it?

Fifteen lines. If you tick six or more, the gap between a technology that works and a company that sells is the binding constraint, and more capital will not close it.

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How to use it

Every line is written so that **ticking it means the thing is true of you today**, not that you aspire to it. A tick is a gap, not an achievement. Count them at the end.

Answer from what you could evidence this afternoon, not from what you believe is broadly the case. “We know who our buyer is” and “I can name the person, their title, their budget line and the date they must act” are different claims, and only the second one survives contact with an allocator.

Then do it again with someone who has no position in the outcome — a co-investor, an advisor, a spouse. The point of the second person is not their expertise. It is that they are not the one who has to be right.

The reference against each line is the dimension it maps to in our assessment method, published at climatesprints.com/method. Nothing here is proprietary and nothing is held back.

> **This is not an assessment.**
>
> A checklist tells you which instrument you need. It is answered from memory, by one person, in ten minutes, and nothing in it is verified.
>
> An assessment answers a different question — should this position be taken, at what size, against what reserve — across twenty-four scored dimensions, each carrying an evidence grade recording where the evidence came from rather than how good the news was. It takes three weeks and it is commissioned by the fund, not by the company.
>
> Use this to decide what to ask for. Do not use it to decide whether a company is fundable.

The checklist

WHO BUYS — CC-1 · named buyer

- [ ] We describe our market as a category or a TAM figure rather than as named organizations. CC-1
- [ ] I can name interested parties, but I cannot name the individual who would actually sign. CC-1
- [ ] Our strongest customer document is an LOI or MOU that we describe, in the deck, as an offtake. CC-1

WHOSE MONEY — CC-2 · budget line

- [ ] I do not know which budget line pays for us, or in which period it is available. CC-2
- [ ] I cannot name the approval threshold above which our purchase needs a different signature. CC-2

WHY NOW — CC-3 · trigger

- [ ] I cannot name a date by which our buyer must act, only a period in which they might. CC-3
- [ ] The regulation or deadline we cite compels someone other than the person who pays us. CC-3

WHETHER IT SURVIVES — CC-4 · unsubsidized cost case

- [ ] Our cost case depends on a credit, grant or mandate whose expiry date we have not modeled. CC-4
- [ ] I have not calculated the price at which our case stops working. CC-4

WHAT THEY STOP DOING — CC-5 · displacement friction

- [ ] I do not know what our buyer has to stop doing, or what that costs them. CC-5
- [ ] We have assumed the procurement cycle length rather than measured it with a buyer. CC-5

WHO IS SELLING — EC-2 · orientation shift

- [ ] The founder owns every buyer conversation of consequence. EC-2
- [ ] We have a commercial hire who has closed nothing, and the relationships have not transferred. EC-2
- [ ] Our positioning describes what the technology does rather than what the buyer stops paying for. EC-2
- [ ] Our price was set from our cost rather than from the value we displace. EC-2

What the count means

0–2	The commercial motion is not your binding constraint. Something else is. Spend the money elsewhere.
3–5	Fixable internally by a team that will actually do it. Take the six weakest lines, assign each an owner and a date, and re-run this in a quarter.
6–9	**A Momentum Sprint is the instrument.** The technology is not the problem and more capital will not reach the buyer. Three months, named-buyer segmentation, and a go-to-market plan tied to the next capital event rather than the calendar.
10–15	This may not be a go-to-market problem. A company that ticks ten of these usually does not have an undated buyer — it has no compelled buyer at all, which is a timing bet and should be sized as one. That is a diligence question before it is a Momentum question.

If the count is six or more

The three lines worth fixing first are always the same, in this order: **CC-3**, because an undated trigger makes every forecast below it decorative; **CC-2**, because a buyer with no budget line is a conversation rather than a pipeline; and **EC-2**, because a founder who owns every relationship is a single point of failure the next raise will price.

Ask your investor to buy the sprint. It is cheaper for them than the alternative, and they know it.