

The Blueprint Positioning Probe

A self-scoring worksheet across the same four intelligence pillars Blueprint verifies for paying clients — Market, Audience, Competitive, and Trend — so you can find your own weakest pillar before a board member, investor, or customer finds it for you. This is not a verification. It's the map of what a verification would actually check.

4

pillars self-scored,
one worksheet

3

confidence states
per claim

30

minutes,
one sitting

How to use this worksheet

Work through the four pillars in order. For each prompt, write your honest current answer — not the polished version you'd put in a deck — then mark it Unverified, Partially Evidenced, or Verified using the same three-state language a Blueprint report uses for every claim it makes. An "Unverified" answer is not a failure. It's the exact thing this worksheet exists to surface before someone with less patience than you finds it first.

What "Verified" means here: you can name the specific source, the date it was current, and the method used to get the number or the claim — not just the claim itself. If you can't do all three, it isn't Verified yet, however confident it feels.

01 Market Intelligence

Is the market real, sized honestly, and is the timing right?

1.1 — State your market size claim in one sentence, exactly as you'd say it out loud in a room.

Write the actual number and the actual claim — not a rounded-off version.

1.2 — Where does that number come from, and when was it published?

Name the report, the analyst firm or registry, and the publication date. "I read it somewhere" is the answer this prompt is designed to catch.

1.3 — Have you calculated the same figure bottom-up at least once?

Total realistic addressable customers × realistic annual revenue per customer. If the top-down and bottom-up numbers disagree by an order of magnitude, that gap is itself a finding.

1.4 — What is your one-sentence timing verdict — window open, closing, or not yet open — and why?

A timing verdict needs a forcing function behind it: a regulatory change, a platform shift, a cost curve, a dated external event. "Now feels right" is a feeling, not a verdict.

Self-score this pillar:

UNVERIFIED

PARTIALLY EVIDENCED

VERIFIED

02 Audience Intelligence

Who actually buys, what do they actually pay, and how do you know?

2.1 — Describe your buyer in one sentence — without using the word "everyone" or "anyone who."

If your honest first draft of this sentence includes "everyone," your audience intelligence pillar is currently unverified by definition.

2.2 — What evidence do you have that this buyer exists and behaves the way you're assuming?

Behavioural or search-demand signal, a waitlist, direct conversations, existing usage data — name the actual evidence, not the assumption dressed up as evidence.

2.3 — What price have you actually validated this buyer will pay, and against what comparison?

Name 2–3 competitors' live public pricing you checked it against. A price nobody has said yes to yet is a hypothesis, not a data point.

2.4 — Is the demand you're pointing to structural, or could it be seasonal or a one-off spike?

A single strong month is not the same claim as sustained demand. What would you need to see to be sure which one you have?

Self-score this pillar:

UNVERIFIED

PARTIALLY EVIDENCED

VERIFIED

03 Competitive Intelligence

Where have competitors already claimed ground, and where haven't they?

3.1 — List every direct competitor you can name without checking anything.

Write the list from memory first. Then in prompt 3.2, check it — the gap between the two lists is informative on its own.

3.2 — Have you checked each one on a funding or company registry in the last few months?

A free-tier lookup is enough for a first pass. A competitor who raised recently and isn't on your list is a live blind spot, not a historical one.

3.3 — Do you say "no direct competitors" or "category of one" anywhere in your narrative?

If yes: is that because the category is genuinely undefined, or because you haven't looked widely enough? Which one is it, honestly?

3.4 — Where, specifically, has a competitor left a segment, use-case, or price point unclaimed?

A positioning gap is a place, not a feeling — name it as specifically as you can. "We're better" is not a gap. "They serve enterprise; nobody serves the 5-person team" is.

Self-score this pillar:

UNVERIFIED

PARTIALLY EVIDENCED

VERIFIED

04 Trend Intelligence

Which tailwinds and threats are you actually tracking — including how AI describes you?

4.1 — Name the single biggest tailwind your narrative depends on, and its source.

A tailwind that can't be traced to a named, dated development is a hope, not a trend.

4.2 — Name one threat or decay signal that could undercut your current positioning — and how you'd know if it started happening.

Every strategy has at least one credible way to be wrong. Naming it is not admitting weakness; not naming it is the actual weakness.

4.3 — AI Visibility Check — ask ChatGPT, Perplexity, Gemini, or Claude "what does [your company] do?" in a fresh, logged-out chat. What comes back?

Note anything wrong, stale, or missing — an old product description, outdated pricing, or no answer at all. This is a live, checkable fact about your current visibility, not a prediction.

4.4 — Ask the same tool how you compare to your top named competitor. Is the comparison accurate?

Flag anything the model gets wrong or leaves out. A gap here usually traces back to thin or vague public-facing copy about what you actually do.

Self-score this pillar:

UNVERIFIED

PARTIALLY EVIDENCED

VERIFIED

The AI Visibility Check above is a lightweight version of the same check included in every Blueprint's Trend Intelligence Report — run across five AI surfaces (ChatGPT, Perplexity, Gemini, Claude, and Google AI Overviews) rather than one, with wrong or missing answers traced back to specific, fixable gaps on your site. See the companion guide on running the full check.

05 Synthesis

Draft your own Core Truth — the one sentence everything else has to support

Every Blueprint engagement ends with a signed Core Truth — one synthesised sentence that the four verified pillars above all point to, and that a 90-Day Action Roadmap is built against. You can draft your own version of that sentence right now, using only what you scored Verified or Partially Evidenced above.

5.1 — In one sentence: what is true about your market, your buyer, your competitive gap, and your timing, all at once?

If you need to reach for a pillar you scored Unverified to make this sentence work, that's the pillar to fix before you say this sentence to an investor.

5.2 — Which single pillar, if verified properly, would change this sentence the most?

That pillar is your highest-leverage next move — the one a full Blueprint would prioritise first.

Your four-pillar scorecard

Pillar	Your self-score	Notes
01 · Market	_____	
02 · Audience	_____	
03 · Competitive	_____	
04 · Trend (incl. AI Visibility)	_____	

Want this actually verified — cited, cross-checked, and signed?

That's what a Blueprint does: four independently-verified intelligence reports (Market, Audience, Competitive, Trend incl. a full 5-surface AI Visibility Check), synthesised into one signed Core Truth, plus a 90-Day Action Roadmap — delivered in 48 hours by a named human verifier. From £499 · thrivefinity.uk/intelligence

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