BUSINESS CASE WHITEPAPER · FND-001

Founder readiness review

Make the next three founder decisions in the right order.



The decision

Founder decisions are blocking the launch brief, but responsibility for the next three decisions is unclear.

What the fee buys

You receive a 45-minute call and a personalised checklist covering the founders, proposed activities, addresses and next three decisions.

When to commission

Buy when a facilitated discussion would unblock specific work; name the person who will own each action.

SPARKLE SOLUTIONS GROUP LTD · Registered in England and Wales
71–75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
routineworks.co.uk · contact@routineworks.co.uk · support@routineworks.co.uk

SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

Two designers plan to sell monthly support and one-off projects.

In this illustrative case

Write down who can sign a new project, who owns the first invoice and whose advice is needed on ownership.

Inputs and ownership

List your planned activity, the founders' roles and the issue you most want to settle on the call.

1. Outline activities
2. Discuss ownership and addresses
3. Agree next actions

Using the handover

Use the checklist to identify what can move ahead and what needs specialist advice.

An alternative to buying

If the founders can already agree those decisions in one meeting, use a shared action list.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£149 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Government, agent, address and bank charges are separate where applicable. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 3.73 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count open decisions without an owner or dependency at the beginning and end of the review. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 2–3 working days.

Approval test

Buy when a facilitated discussion would unblock specific work; name the person who will own each action. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification FND-001, GBP catalogue fee and an illustrative working case. View service scope.

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