Discovery Guide and Value Hypothesis

Build a correctable record of a buyer problem and the evidence needed to assess a proposed change.

Your reusable working template 1/2

> **1.** Ask for a recent example and mark every item confirmed, estimated or unknown.
> **2.** Do not convert lost time to cash savings without checking the mechanism with the buyer.
> **3.** Use the example to practice arithmetic, then replace every input with your opportunity evidence.
> **4.** Send a concise summary for explicit correction and agree the next evidence step.

Customer workflow, recent event and problem owner

Observed problem: frequency, baseline period and evidence source

Consequences and affected roles; separate cash, contribution and capacity

Desired outcome and constraints in the buyer's words

A practical Tibyan working aid, not a validated assessment. Example is hypothetical; adapt decisions and figures to your context. Do not enter sensitive information in a shared copy.

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Your reusable working template 2/2

Value mechanism: confirmed facts, estimates and unknown assumptions

Alternatives, complete costs and timing of benefits

Decision requirements and the people who will validate the case

Next evidence action: owner, agreed date and buyer corrections

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Completed hypothetical example 1/2

Customer workflow, recent event and problem owner

Maintenance manager describes unplanned stoppage on one manufacturing line.

Observed problem: frequency, baseline period and evidence source

Reported ten hours/month; operations must confirm the baseline and period representativeness.

Consequences and affected roles; separate cash, contribution and capacity

Estimated contribution exposure:10x2000=20000 units/month; check whether output can be recovered and demand exists.

Desired outcome and constraints in the buyer's words

Investigate avoidable stoppage without interrupting safe operations or assuming every event is preventable.

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Completed hypothetical example 2/2

Value mechanism: confirmed facts, estimates and unknown assumptions

Pilot hypothesis:two avoidable hours/month gives4000 units/month before costs; causal mechanism and avoidable events unverified.

Alternatives, complete costs and timing of benefits

First-year external cost30000; twelve full months at4000 gives48000, leaving18000 before internal effort. Delayed benefit changes this; compare process improvement and no change.

Decision requirements and the people who will validate the case

Operations validates events and capacity; finance checks contribution and full costs; IT checks feasible data access.

Next evidence action: owner, agreed date and buyer corrections

Buyer to arrange a baseline review with operations and finance; seller sends input list first. Set a date together; no agreed date is invented.

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