

Discovery Scorecard

Spot the blind spots investors see before your pilot stalls or your runway runs out.

You can't sell what people won't buy.

Most healthtech founders waste 6–12 months discovering they built the wrong thing. This scorecard reveals the discovery gaps that stall pilots, burn runway, and make investors nervous.

Three minutes. Eighteen questions. One brutally honest diagnosis of how close you are to real traction.

When was the last time you ran a test that could have proven your core hypothesis wrong?

- Within the past 2 weeks (5 points)
- Within the past month (4 points)
- Within the past quarter (3 points)
- More than 3 months ago (1 point)
- Never / Can't remember (0 points)

In your last customer conversation, how much time did you spend on their problem vs. your solution?

- 80%+ on their problem, <20% on solution (5 pts)
- Roughly 50/50 (3 pts)
- Mostly talked about our solution (1 pt)
- Only demoed our solution (0 pts)

How many people confirmed they have the problem—before you showed them your solution?

- 15+ people (5 pts)
- 10-14 people (4 pts)
- 5-9 people (3 pts)
- 1-4 people (1 pt)
- Zero / Not sure (0 pts)

In the past month, how many people who explicitly said "no" to your solution have you interviewed?

- 5+ people (5 pts)
- 3-4 people (4 pts)
- 1-2 people (2 pts)
- Zero (0 pts)

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In the past quarter, how many people who control budget or procurement have you spoken with?

- 10+ people (5 pts)
- 5-9 people (4 pts)
- 2-4 people (2 pts)
- 0-1 person (0 pts)

When was the last time you asked someone: "Who would disagree with this idea?"—and actually followed up with that person?

- Within the past 2 weeks (5 pts)
- Within the past month (4 pts)
- Within the past quarter (2 pts)
- Never / Can't remember (0 pts)

In your last 5 customer interviews, how many ended with you asking for a concrete commitment (time, data, money, pilot)?

- All 5 (5 pts)
- 3-4 of them (3 pts)
- 1-2 of them (1 pt)
- None (0 pts)

In the past 3 months, how many times have you changed your roadmap based on discovery interviews?

- 5+ times (5 pts)
- 3-4 times (4 pts)
- 1-2 times (2 pts)
- Zero times (0 pts)

If you asked each team member right now "what does 'validated' mean?"—would they give the same answer?

- Yes, we have a written definition everyone knows (5 pts)
- Probably similar answers (3 pts)
- Probably different answers (1 pt)
- We've never defined it (0 pts)

How many specific reasons (other than "the product works") can you list for why your pilot succeeded?

- 7+ reasons (5 pts)
- 5-6 reasons (4 pts)
- 3-4 reasons (3 pts)
- 1-2 reasons (1 pt)
- Not sure / Haven't thought about it (0 pts)

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Have you documented what would happen to your pilot results if you lost your executive sponsor, friendly champion, or custom integration?

- Yes, written scenario analysis exists (5 pts)
- We've discussed it but haven't written it down (3 pts)
- We've thought about it informally (1 pt)
- No / Haven't considered this (0 pts)

How many times have you used the same pilot playbook (with documented steps, timeline, and metrics)?

- 3+ times (5 pts)
- 2 times (4 pts)
- 1 time (2 pts)
- We don't have a documented playbook (0 pts)

Without looking it up right now, can you state your FDA classification (wellness / 510(k) / De Novo / PMA / exempt) and HIPAA status?

- Yes, I know both and can explain them (5 pts)
- I know one but not the other (3 pts)
- I'm pretty sure but would need to double-check (1 pt)
- No / Unsure (0 pts)

When was the last time you shadowed a clinician using your solution in their actual workflow (not a demo)?

- Within the past month (5 pts)
- Within the past quarter (4 pts)
- Within the past 6 months (2 pts)
- More than 6 months ago or never (0 pts)

Have you timed yourself explaining your reimbursement path to someone outside healthcare? How long did it take?

- Yes, under 60 seconds (5 pts)
- Yes, 60-90 seconds (3 pts)
- Yes, more than 90 seconds (1 pt)
- No, haven't tried this (0 pts)

In your last 3 sprints, how many times did you write down your core assumptions before starting work?

- All 3 times (5 pts)
- 2 times (3 pts)
- 1 time (1 pt)
- Zero times (0 pts)

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In your last team meeting, how much time did you spend discussing things that didn't work?

- 15+ minutes (5 pts)
- 10-14 minutes (4 pts)
- 5-9 minutes (2 pts)
- Less than 5 minutes or none (0 pts)

Can you name the most recent assumption you proved wrong, when you learned it, and what you changed?

- Yes to all three (assumption + date + change) (5 pts)
- Yes to two of three (3 pts)
- Yes to one of three (1 pt)
- No / Can't remember (0 pts)

TOTAL SCORE: ___ / 90

How to Use This Rubric

This scorecard has 18 questions worth 0-5 points each (max 90 points total).

Self-score by choosing the multiple-choice answer that matches their situation. Each answer has a pre-assigned point value.

Score Range	Label	Interpretation
0-35	Critical Gaps	Severe issues that will block progress. Immediate intervention needed.
36-52	Inconsistent Practice	Some good habits but major gaps exist. Needs structured improvement.
53-70	Strong Foundation	Solid practices in place. Ready for next stage with minor refinements.
71-90	Elite Execution	Operating at top tier. Focus on optimization and scale.

Scored under 53?

Book a free 30-minute Discovery Audit and we'll show you exactly which traps are costing you traction and how to fix them before your next board meeting.

[Show Me My Blind Spots →](#)