FRAMEWORK 01

Draft v0.2

Product Business Decision Filter

Five questions before the business commits meaningful resources.

01

Customer Evidence

What evidence says a meaningful customer problem exists?

02

Strategic Fit

Why is this right for us?

03

Economics

Can this create sufficient business value?

04

Capacity + Feasibility

Can we realistically deliver and support it?

05

Trade-offs

What are we choosing not to do?

A good product idea is not the same thing as a good business investment.

Before approving the investment, ask: do we have enough evidence across all five dimensions to defend the decision?

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