

SHAI™ Builder Pack

SKU: SH-BUILDER

Version: 1.0

Target buyer: A founder, self-employed person or early-stage entrepreneur who needs to turn an idea into customer evidence, pricing discipline and a controlled first-sale process.

Doctrine: Evidence before conclusion.

Boundary: Not legal, medical, financial or trade advice.

Purpose

The Builder Pack is not a “write a business plan and hope” workbook. It is a proof system. It separates an idea from a customer, an application from funding, revenue from profit, and available cash from money that can safely be spent.

The objective is to obtain evidence with the smallest reversible commitment possible.

1. Define the offer

Customer: _____

Problem they already have: _____

Specific deliverable: _____

What is explicitly not included: _____

Delivery time: _____

Test price: _____

Why this price: _____

If the offer cannot be described in two sentences, narrow it before spending money on branding, software or inventory.

2. Customer evidence ladder

Mark the strongest evidence you actually have:

1. I think people need it.
2. Someone said it sounds useful.
3. A target customer agreed to a discovery conversation.
4. A target customer described the problem without me prompting it.
5. A customer asked for a quote/proposal.
6. A customer signed an agreement.
7. A settled payment was received.
8. The customer used the deliverable and confirmed the outcome.
9. The customer renewed/reordered/referred.

Do not label levels 1–5 as revenue.

3. Customer interview

Ask about the problem before pitching the solution.

- What are you trying to accomplish?
- What makes it difficult today?
- How are you solving it now?
- What does the current approach cost in time, money or delay?
- Who decides whether to buy?
- What evidence would they need?
- What procurement/security/legal steps apply?
- What happens if they do nothing?
- When does the problem become urgent?
- Have they paid for anything similar?

Record exact observations, not what you hoped they meant.

4. Price and cost worksheet

Quoted price: _____
Processor/payment fee estimate: _____
Delivery cost: _____
Contractor/labour cost: _____
Software/AI cost attributable to delivery: _____
Refund/dispute reserve: _____
Tax collected/payable (only if verified): _____
Contribution margin before overhead: _____

Cash in the account is not automatically profit.

Do not label sales-tax money, restricted funds, processor-pending funds or money needed to fulfill the service as disposable profit.

5. Thirty-day proof plan

Week 1 — verify the problem

Interview at least three target customers or responsible organizations.

What repeated: _____
What contradicted my assumption: _____

Week 2 — build the smallest deliverable

Create only what is needed to test the outcome.

Minimum deliverable: _____
What I am intentionally not building: _____

Week 3 — ask for the sale

Send a bounded offer/quote.

Number of qualified asks: _____
Quotes/proposals: _____

Week 4 — learn from evidence

Payments: _____
Rejections: _____
Why: _____
Changes for next cycle: _____

6. Funding is not revenue

Track each program through explicit states:

Program	Possible fit	Prepared	Submitted	Approved	Agreement signed	Disbursed

A maximum program amount is not your funding. An acknowledgement email is not approval. Approval may still have conditions. Revenue from a customer and restricted project funding also have different obligations.

7. Registration / compliance checkpoints

Verify only what applies to your actual structure and activity.

- legal business name/registration;
- business bank/accounting separation;
- invoicing identity;
- GST/HST registration status and threshold monitoring;
- provincial/municipal requirements;
- privacy obligations;
- CASL/marketing consent where applicable;
- insurance;
- licences/regulated activity;
- contracts;
- record retention.

Do not activate tax collection because a checkout platform has a button for it. Determine registration/treatment first.

8. Payment and fulfillment readiness

Before enabling checkout:

- the product/service actually exists;
- price and description match the deliverable;
- payment provider account is production-ready;
- payout destination is verified;
- refund/purchase policy is visible;
- tax treatment is decided;
- digital delivery is attached and tested;
- a test purchase reaches the buyer;
- duplicate webhooks cannot duplicate entitlement;
- refunds can revoke the correct entitlement;
- support route is visible.

If any of these is unknown, the correct state is **NOT READY**, not “probably fine.”

9. B2B license worksheet

Customer legal name: _____

Program/site scope: _____

Users/admins: _____

Annual licence: _____

Implementation: _____

Term: _____

Security maturity required: _____

Data processing/governance: _____

Support commitment: _____

Acceptance criteria: _____

Renewal/termination: _____

Software subscription/license fees are not the same as custom staffing, research, implementation or program-delivery budgets.

10. Sponsorship / affiliate ethics

A sponsor or affiliate: - must be disclosed; - cannot change a safety classification; - cannot buy higher SHAI relevance; - cannot access private conversations/profile data; - cannot target sensitive barriers; - cannot be attached to high-risk RED_STOP_PRO repair guidance; - cannot make an unsafe product acceptable.

Do not invent CPMs or “reach” numbers before real analytics exists.

11. Procurement readiness

For organizational customers, prepare: - business registration/contact; - statement of work; - pricing/rate card; - privacy/security summary; - accessibility statement; - data-processing/governance terms; - insurance status where requested; - references/case studies only when real; - implementation timeline; - invoice/payment terms; - change-order process.

Never claim a partnership or client relationship before it exists.

12. Founder unknown-unknown audit

Before a major commercial decision, answer:

Who pays? _____

What remains free? _____

What evidence supports the price? _____

What deliverable is complete today? _____

Who owns the content/IP? _____

What payment/tax/legal/security gate remains? _____

What happens on refund/termination? _____

What value metric will prove success? _____

What can be rolled back? _____

What might I be missing because I do not know to ask? _____

The last question is never answered with “nothing” merely because the checklist is filled.

13. Decision record

Decision: _____

Evidence: _____

Assumptions: _____

Cost: _____

Reversible? _____

Owner/external gate: _____

Date to review: _____

Personal-use licence and support

Licensed for the purchaser’s personal/internal business use. It does not grant resale, sublicensing, institutional deployment or white-label rights. Organizations require a separate written Sacred Homes licence.

This pack is decision support, not accounting, legal, tax, investment or regulated professional advice. Use qualified professionals and responsible authorities where the decision belongs to them.