Northwind Labs

Team report

Assessment	Team	Generated
Team assessment, October 2026	**2 of 2 finished**	**30 Oct 2026**

Team score

224
of 414 points · 54%

Validating
Level 3 of 5

Real evidence is appearing. Your gaps have become specific rather than general, which is the point at which advice starts being useful.

Team alignment
80%
Across every choice question, scored or not

Finished
2

Emerging	Developing	Validating	Scaling	Market-Ready
0 to 82	83 to 165	166 to 248	249 to 331	332 to 414
		This score		

58 of 82 points into Validating. 25 more points reach Scaling.

The team's level comes from its points, not the percentage. Each level covers a fixed range of points, shown below.

Dimension	Points	Percent	Level	Alignment
Current State	29 of 40	**73%**	Solid 3 of 3	88%
Scalability & Fund Raising	74 of 135	**55%**	Preparing 2 of 3	80%
Road to Revenue	47 of 113	**42%**	Early Traction 2 of 3	78%
Competitive Landscape	74 of 126	**59%**	Competitive 2 of 3	73%

Conversations to have

The scored questions where your answers are furthest apart, the largest gap first.

1 Have you defined your primary customer archetype?

Maya Lind Yes
Leo Hart No

Why it matters A clear picture of the ideal customer tells sales whom to call first.

What we decided _____

_____

Date _____

2 What was the most recent major decision taken and what is the status?

Maya Lind Product updated and experiencing growing interest
Leo Hart Product launched but failed to get traction

Why it matters If you remember the last big decision differently, the next one starts from different facts.

What we decided _____

_____

Date _____

3 Do you have a clear answer to: "How long is our runway?"

Maya Lind Yes
Leo Hart No

Why it matters If you do not agree on how long the money lasts, you cannot agree on when to raise, cut costs or hire.

What we decided Runway is 11 months at today's spend. We check it together on the first Monday of each month.

Date 18 Oct 2026

4 In the last 12 months, what did you do with your price?

Maya Lind	Raised or lowered it and measured the effect
Leo Hart	Never revisited it

Why it matters If you remember the last price decision differently, the next one will rest on a guess instead of on what you learned.

What we decided _____

_____

Date _____

5 In the last 3 months, what share of your revenue came from your single largest customer or client?

Maya Lind	Some concentration: largest customer is 26 to 50%
Leo Hart	Highly concentrated: largest customer is more than 80%

Why it matters If one customer pays a large share of the bills, losing them could end the company, so you both need to know how large that share is.

What we decided _____

_____

Date _____

Numbers that differ

Where you entered different figures for the same question. Agree on one number before anyone outside the team asks.

Question	Maya Lind	Leo Hart	Agreed number
Sales cycle (months)	3	4	
Paying customers, last 3 months	14	11	
Revenue last month (EUR)	18,400	21,000	
Cash in the bank (EUR)	310,000	280,000	

How this report is made

Scores are computed by rule from the answers.
Each scored choice answer earns the points of the option picked. Written answers, figures and dates are not scored.
Team figures are the average of the 2 people who finished.
A level covers a fixed range of points. Dimension levels work the same way within each dimension.
A flag marks an answer that deserves attention on its own, independent of the score. Red comes before yellow.
Answers are the founders' own and have not been checked against documents.