

## Growth Bet Evaluator Worksheet

Use this sheet to score roadmap bets before they consume a quarter.

1. Bet name:
2. Decision this bet is supposed to improve:
3. Target metric:

Score each category from 0-2:

Historical evidence: \_\_\_\_\_

Revenue proximity: \_\_\_\_\_

Testability: \_\_\_\_\_

Sample quality: \_\_\_\_\_

Measurement reliability: \_\_\_\_\_

Total score (0-10): \_\_\_\_\_

### Score bands

0-3 Gut bet ? do not let it own the quarter yet.

4-6 Validate-first bet ? run a bounded pilot or improve instrumentation.

7-8 Informed bet ? strong enough for a focused rollout.

9-10 Evidence-backed bet ? ready for larger commitment if sequencing fits.

### Stop-doing prompts

- Which low-score bets keep surviving because of politics or habit?
- Which idea sounds strategic but lacks real evidence?
- What should be removed from the quarter if capacity is tight?

### Next-step prompts

- MVP or pilot to run:
- Missing data that would improve confidence:
- Owner:
- Review date:

### Domain Methods

Turn messy marketing and revenue data into decisions leaders trust.