Welcome Clinician Founder

Choose How You Will Deliver Your Offer

You know who you want to help and the problem you want to solve. Now you need to decide what the first useful version should look like — and what your role should be inside it.

PRACTICAL FOUNDER RESOURCE

USE THIS WHEN

You are choosing between one-to-one work, a group, a workshop, done-for-you delivery, a course, an app or another model.

Finish with one first model, two alternatives, a clear founder role and one real-world test.

STEP 1

Map the four basic choices

Do not start with what looks most scalable. Start with what the customer needs and what you can deliver well now.

ONE PERSON / ONE ORGANISATION	MANY PEOPLE / ORGANISATIONS
LIVE + ONE-TO-ONE You are present with one person or organisation. Examples: advisory work, coaching, therapy or a live review. Useful when the work needs trust, dialogue or close tailoring.	LIVE + ONE-TO-MANY You are present with several people at once. Examples: a workshop, cohort, group programme or facilitated session. Useful when people can learn or act together.
NOT LIVE + ONE-TO-ONE You do focused work for one person or organisation, then deliver it. Examples: an audit, report, design, review or contracted work. Useful when the output needs tailoring but not constant live time.	NOT LIVE + ONE-TO-MANY The same product or asset can serve many people without you being there each time. Examples: a book, course, toolkit, app or software product. Useful when the problem and delivery are repeatable enough.

REMEMBER

Your first model is not your forever model. A live service can teach you what a later product needs to do. A product can still need you as the visible expert, convenor or guide.

STEP 2

Choose what fits now

Write short, honest answers. You are looking for a workable first version, not the perfect business model.

1. WHAT DOES THE CUSTOMER NEED?

Does this problem need live conversation, close tailoring, group learning, repeated access, or a finished output they can use alone?

Customer needs most: _____

_____

2. WHAT CAN YOU REALISTICALLY DELIVER?

Consider your available time, money, existing skills, missing skills, ability to buy back time and access to collaborators.

My real constraints are: _____

_____

3. WHAT KIND OF CONTRIBUTION SUITS YOU?

Think about your strengths, why this work matters, the mission you want to serve and the work that gives rather than drains energy.

I am at my best when I: _____

_____

MY FIRST DELIVERY CHOICE

I will start with _____ because the customer needs _____ and it fits my current _____.

Two alternatives worth keeping: _____ and _____.

STEP 3

Decide where you belong in the model

Being the founder does not mean doing every job. A software founder does not have to be the coder. A group founder does not have to manage every booking, email and worksheet.

WHAT IS UNIQUELY MINE TO DO?

For example: understand the problem, teach, facilitate, build trust, speak, convene people, shape the method or make the final judgement.

WHAT CAN SOMEONE OR SOMETHING ELSE DO?

Think about administration, design, editing, coding, fulfilment, scheduling or repeated support. Do not add a collaborator just to make version one look bigger.

WHAT SHOULD NOT EXIST IN VERSION ONE?

Remove the features, production work or support that do not need to exist for one customer to receive useful value and for you to learn.

My founder role in version one is: _____

STEP 4

Test the model before you expand it

A delivery choice becomes useful when it meets a real person. Choose the smallest honest version that lets someone experience the value and lets you learn what delivery actually requires.

WHO WILL EXPERIENCE IT?

One real person, team or small group you can reach responsibly.

WHAT WILL YOU DELIVER?

Name the model, the useful result and what is included.

WHAT WILL YOU DO PERSONALLY?

State your founder role during this first version.

WHAT WILL YOU WATCH?

Look for what they use, ask, complete, return for or struggle with — and what the delivery costs you in time, energy and support.

WHEN WILL YOU REVIEW IT?

Choose a date. Decide whether to keep the model, change it, or try one of your alternatives.

COMPLETE WHEN

You have chosen one first delivery model, kept two alternatives, named your founder role, and set one real-world test with evidence and a review date.

Keep this page as your evidence trail for the first delivery model and real-world test you chose.

YOUR NEXT STEP

Keep moving with support

A useful resource should lead to a real decision or system change — not another open tab. Take what you completed into the next real situation.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources.
Actionship includes Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

The next responsible move is the smallest one that creates clearer evidence in the real world.