

Tier Decision Worksheet

Requires a named bottleneck (Module 03 brief). Ranges calibrate only — real quotes are fixed-price after scoping. Date: _____

REFERENCE · THE THREE TIERS

TIER	WHAT IT IS	BALLPARK
1 — Off-the-shelf	You run ChatGPT/Claude, Make, etc. with discipline	~\$0–200/mo tools
2 — Configured	Someone wires tools you already pay for	Setup often ~\$1.5k–5k
3 — Custom	Purpose-built app/agent for a unique workflow + ROI	Build often ~\$3k–25k+

MAP YOUR BOTTLENECK

#	QUESTION	YOUR ANSWER
1	Bottleneck one-liner (from brief)	
2	Hours/week it costs	
3	What “good” looks like in 90 days	
4	Can Tier 1 + habit solve ≥80%? Why?	
5	If no: smallest Tier 2 integration?	
6	If still no: what makes this Tier 3?	
7	Adoption owner (name) — blank = don't spend	

DECISION LINE (CHECK ONE – MUST FIT A STICKY NOTE)

- ☐ Tier 1 for 30 days; revisit on ____.
- ☐ Tier 2 quote for ____ only; max budget ____.
- ☐ Tier 3 only if ROI line ____ holds; otherwise no.
- ☐ Don't spend — fix ____ first.

No owner → no spend. Vendor “it depends” with no ranges → demand a scoping doc or walk away.