PRACTICAL RESOURCE / STARTUPCOACH

First-Offer Pricing Worksheet

Save a copy and replace the blanks with your own assumptions. This is a planning aid, not a provider fee quote or a profit forecast.

1. The Package

Specific buyer:

Problem and current alternative:

Deliverable / result within our control:

Required customer inputs:

Delivery window:

Included scope and revisions:

Exclusions and change-request process:

Billing basis, payment schedule, and applicable terms:

2. Delivery Costs

Setup hours x internal planning rate:

Delivery hours x internal planning rate:

Review / support hours x internal planning rate:

Direct tools or model usage:

Expected rework or exception allowance:

Other incremental costs:

Total delivery cost D:

Assumed fixed payment cost F:

Assumed payment percentage r (decimal):

Target share remaining after these costs m (decimal):

Illustrative price = (D + F) / (1 - m - r)

This requires m + r < 1 and assumes payment costs follow that formula. Use your actual fee structure. The amount remaining still needs to cover overhead, taxes, and other costs.

Example: D = $300, F = $0.30, r = 0.03, m = 0.40.

Price = $300.30 / 0.57 = approximately $526.84.

Amount remaining = approximately $211, before other costs.

3. Customer Value Check

What alternatives cost the buyer:

Benefit the buyer values and evidence for it:

Budget holder and approval process:

Why this package is preferable:

Uncertainty about willingness to pay:

4. OFFER TEST LOG (repeat for each qualified prospect)

Date / audience / offer version / quoted price:

Source and sales process:

Decision and stated reason:

Purchase amount, if any:

Actual delivery effort and extra requests:

Difference from our estimate:

5. Review

What changed besides price:

Most common objection and evidence behind it:

Decision: keep price / change scope / revise delivery / change audience

Next test and review date:

Guide: https://startupcoach.cc/journal/price-your-first-startup-offer

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