

PurpleSeam Pre-Launch Readiness Audit

Purpose

This document defines the **questionnaire**, **scoring logic**, and **output report template** for PurpleSeam's paid pre-website / go-to-market filtering product.

This is a *decision product*, not consulting. Its goal is to **prevent founders from making costly channel and infra mistakes** and to build trust through honest, data-backed guidance.

1. How This Audit Is Used

- Paid diagnostic before any website / platform onboarding
 - Founder fills questionnaire (15–20 mins)
 - Scores are computed automatically
 - Report is generated (human-reviewed initially)
 - Clear verdict + 90-day recommendation
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2. Questionnaire Structure

Each question is scored **0–5**.

0 = very weak / not ready

5 = strong / ready

Section A: Product Reality (Weight: 25%)

1. What is your **average selling price (AOV)**?

2. < ₹1,000 → 0

3. ₹1,000–1,500 → 2

4. ₹1,500–3,000 → 3

5. ₹3,000–6,000 → 4

6. ₹6,000 → 5

7. How standardised are your SKUs (sizes, designs, repeats)?

8. Fully custom / one-off → 1

9. Small batches, inconsistent → 2

10. Some repeatability → 3

11. Mostly standardised → 4

12. Fully standardised → 5

- 13. Expected return / exchange risk?
 - 14. Very high (fit, colour mismatch common) → 1
 - 15. High → 2
 - 16. Medium → 3
 - 17. Low → 4
 - 18. Very low / negligible → 5
 - 19. Visual appeal of product (photo/video storytelling)?
 - 20. Hard to show → 1
 - 21. Needs explanation → 2
 - 22. Looks decent → 3
 - 23. Strong visual pull → 4
 - 24. Stops scrolling → 5
 - 25. Purchase frequency of customer?
 - 26. One-time → 1
 - 27. Once a year → 2
 - 28. 2-3x/year → 3
 - 29. Seasonal repeats → 4
 - 30. Frequent repeats → 5
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Section B: Founder Reality (Weight: 20%)

- 1. Monthly budget available for experiments (₹)?
- 2. < 10k → 1
- 3. 10k-25k → 2
- 4. 25k-50k → 3
- 5. 50k-1L → 4
- 6. 1L → 5
- 7. Time founder can spend weekly?
- 8. < 5 hrs → 1
- 9. 5-10 hrs → 2
- 10. 10-20 hrs → 3
- 11. 20-30 hrs → 4
- 12. Full-time → 5
- 13. Comfort with operations (packing, shipping, returns)?

- 14. Very uncomfortable → 1
 - 15. Some help needed → 2
 - 16. Can manage → 3
 - 17. Confident → 4

 - 18. Experienced → 5

 - 19. Comfort with selling / talking to customers?

 - 20. Avoid it → 1
 - 21. Uncomfortable → 2
 - 22. Can do if needed → 3
 - 23. Comfortable → 4
 - 24. Enjoy it → 5
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Section C: Channel Readiness (Weight: 25%)

- 1. Experience with marketplaces?
- 2. None → 1
- 3. Minimal → 2
- 4. Some listings → 3
- 5. Active seller → 4

- 6. Optimised seller → 5

- 7. Instagram presence today?

- 8. None → 1
- 9. Small personal account → 2
- 10. Brand page, low engagement → 3
- 11. Active page, DMs convert → 4

- 12. Strong engagement + sales → 5

- 13. Website readiness today?

- 14. Just an idea → 1
- 15. Domain only → 2
- 16. Basic site → 3
- 17. Functional store → 4

- 18. Selling already → 5

- 19. Experience running ads?

- 20. None → 1

21. Boost posts only → 2
 22. Some campaigns → 3
 23. Profitable tests → 4
 24. Scaled ads → 5
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Section D: Unit Economics Sanity Check (Weight: 20%)

1. Gross margin after product cost?
 2. < 30% → 1
 3. 30–40% → 2
 4. 40–50% → 3
 5. 50–60% → 4
 6. 60% → 5
 7. Shipping + RTO tolerance?
 8. Breaks business → 1
 9. Painful → 2
 10. Manageable → 3
 11. Absorbable → 4
 12. Negligible → 5
 13. Can you survive 3 months of experiments without profit?
 14. No → 1
 15. Barely → 2
 16. Possibly → 3
 17. Yes → 4
 18. Easily → 5
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3. Scoring Logic

Weighted Score Calculation

- Product Reality → 25%
- Founder Reality → 20%
- Channel Readiness → 25%
- Unit Economics → 20%
- Buffer / judgment → 10% (manual override)

Final Score = Σ (Section Score × Weight)

Score Interpretation

- 0-40 → ❌ Not ready for website or ads
 - 41-60 → ⚠️ Limited readiness (lean channels only)
 - 61-75 → ✅ Ready for controlled website launch
 - 76-100 → 🚀 Ready to scale
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4. Recommendation Engine (Rule-Based)

Channel Verdict Rules

- Marketplace Recommended if:
 - Product score ≥ 60 AND Ops score ≤ 60
- Instagram-First if:
 - Visual score ≥ 70 AND Budget ≤ 50
- Website Recommended if:
 - Unit economics ≥ 65 AND Repeatability ≥ 60 AND Time ≥ 60

Multiple channels can be recommended, but **one primary** is chosen.

5. Channel-Specific PurpleSeam Recommendations

This section explicitly maps **readiness outcomes** to **which PurpleSeam capabilities are recommended now vs later**.

PurpleSeam is not positioned as a binary "website or nothing" platform. It offers **modular intelligence-first adoption**.

A. If Brand Is NOT Ready for a Full Website

Typical signals: - Overall score < 60 - Weak unit economics for ads - Low ops maturity or time

Primary Goal: Validate demand, improve creative-market fit, and build signal without heavy infra.

Recommended PurpleSeam Modules

1. AI Creative Engine (Recommended)
2. Auto-generation of creatives from catalog images

3. Format variants: reels, static, story
4. Platform-aware cropping and text placement

5. AI Cataloguing & Quality Layer (Recommended)

6. Image cleanup (lighting, background, wrinkles)
7. Standardised naming and SKU structuring
8. Consistency across Instagram, WhatsApp, marketplace listings

9. Instagram Intelligence Layer (Recommended)

10. Auto-posting scheduler
11. Engagement analysis (comments, likes, saves)
12. Identify high-intent comments ("price?", "available?")
13. Creative performance scoring (what visually works)

14. WhatsApp Marketing & Intelligence (Recommended)

15. Centralised WhatsApp inbox
16. AI-assisted reply suggestions
17. Broadcast segmentation (new vs repeat vs warm leads)
18. Message-level conversion analysis

Explicitly Not Recommended Yet: - Full website build - Paid website ads - Heavy checkout optimisation

B. If Brand Is Partially Ready (Lean Website Stage)

Typical signals: - Overall score 61–75 - Some repeat demand - Founders willing to handle ops

Primary Goal: Convert warm demand efficiently and capture first-party data.

Recommended PurpleSeam Modules

- Lightweight storefront (limited SKUs)
 - WhatsApp-first checkout flows
 - Retargeting-ready catalog
 - AI-assisted pricing and SKU prioritisation
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C. If Brand Is Fully Ready to Scale

Typical signals: - Score > 75 - Proven unit economics - Repeat buyers

Primary Goal: Scale revenue while protecting margins.

Recommended PurpleSeam Modules

- Full website + checkout
- Conversion API integrations
- Advanced attribution
- Automated SKU performance intelligence

6. Client Report Template

Cover

PurpleSeam Go-to-Market Readiness Report

Brand Name | Date | Version

Executive Verdict (1 page)

Overall Score: XX / 100

Verdict: (e.g. "Not ready for a full website yet")

PurpleSeam Recommendation: - Start with: **AI Creatives + Cataloguing + WhatsApp Intelligence** - Defer: Full website launch

Why: - Your current bottleneck is demand and creative-market fit, not checkout infrastructure.

Overall Score: XX / 100

Verdict: (e.g. "Do NOT launch a website yet")

Primary Recommendation: - Start with: Instagram + Marketplace - Avoid: Website ads for now

Score Breakdown

Dimension	Score	Comment
Product Reality	XX	
Founder Reality	XX	
Channel Readiness	XX	
Unit Economics	XX	

Key Risks Identified

- Risk #1 (e.g. High return rate)
 - Risk #2 (e.g. Low time availability)
 - Risk #3 (e.g. Weak margins for ads)
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What You Should Do in Next 90 Days

Month 1 - Actionable steps

Month 2 - Actionable steps

Month 3 - Re-evaluation checkpoint

When to Re-Evaluate Website Launch

Trigger conditions (e.g. 50 orders, <20% returns, repeat buyers)

PurpleSeam Fit Statement

Based on your current readiness: - PurpleSeam website: Recommended / Not recommended - If recommended, audit fee adjusted in onboarding

6. Internal Notes (PurpleSeam Only)

- Store anonymised scores for pattern learning
 - Use overrides sparingly
 - Truth > conversion
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End of Document