SAMPLE REPORT · ILLUSTRATIVE DATA

Your brutally honest business review

A media-kit builder for Indian creators. Creators connect Instagram or YouTube and the tool turns their stats into a shareable page that brands can read in 30 seconds. Priced at ₹399 a month.

Founder Panel · 5 reviewers · all money in INR and estimated



VERDICT

TEST IT

Real pain, unproven willingness to pay. Test before building.

Creators clearly rebuild media kits by hand, but free substitutes are strong and the need is seasonal. Prove paid demand with a hand-made version first.

Panel confidence: medium. The health score is a rough AI judgment, not a prediction.

Biggest risk	This idea is a	₹1 L/mo profit needs	₹10 L/mo revenue needs
Repeat purchase	**Vitamin**	**357**	**2,507**
severity 8/10	urgency 6/10	customers at ₹399	customers, before costs

01 Why this business can fail

Specific failure points, scored 1 (safe) to 10 (likely to hurt you).

AREA		WHY
Product demand	4/10	The pain is real but seasonal: creators scramble when a brand asks for a kit, then forget the tool.
Customer behavior	7/10	Creators expect free tools and rebuild kits in Canva. Paying monthly for something used a few times a year is a hard ask.
Pricing	7/10	₹399 a month competes with free. One-off and per-pitch pricing converts better than a subscription.
Competition	7/10	Canva, link-in-bio tools and creator marketplaces already cover most of the need for free.
Trust issues	5/10	Creators must connect Instagram or YouTube. Many will hesitate to hand over account access to a new tool.
Repeat purchase	8/10	A media kit is needed a few times a year. Monthly churn will be high without a reason to log in weekly.
Delivery / operations	3/10	A page builder with synced stat charts is a small, well-understood build for one developer.
Cash flow	5/10	Low fixed costs, but slow, lumpy revenue from seasonal buyers makes month-to-month income unpredictable.
Marketing difficulty	7/10	Creators are easy to reach but hard to convert. No obvious paid channel beats cold DMs and communities.
Founder mistakes	6/10	Risk of building syncing and dashboards before proving anyone pays at the moment a brand asks for a kit.

02 What you are probably being emotional about

Where your heart may be louder than the market.

Heart vs market: 62/100 (100 = fully emotional).

Am I loving the idea more than the customer problem?	PARTLY	Beautiful kit designs are exciting, but the customer problem is a 10-minute annoyance, not a crisis.
Am I assuming people will buy because I like the product?	YES	Creators saying they love the design is not the same as paying ₹399 every month.
Am I ignoring boring but important things (margins, refunds, shipping, support, acquisition cost)?	PARTLY	Instagram API limits, churn and support load are boring but decide whether this survives.

03 The real customer

Who exactly pays, what hurts, and how urgent it is.

Who will buy this	Creators with 10k to 200k followers who already pitch brands and lose deals because their pitch looks amateur. Not hobbyists, not mega creators with managers.
Pain they already feel	Brands ask for a media kit with fresh numbers and creators rebuild it by hand in Canva every time.
Where to find them	Creator WhatsApp and Telegram groups, brand-deal Discords, Instagram creator hashtags.

Pain urgency	6/10	How urgent is that pain right now?
Searching for a fix	5/10	Actively searching? sometimes
Willingness to pay	4/10	Will they pay now, later or never? later

04 Painkiller, vitamin or luxury?

Painkillers get bought urgently. Vitamins get postponed. Luxuries get cut first.

Vitamin. Useful, but postponed until a brand asks for a kit. Most months nothing forces a creator to open it.

Angle that can make it feel urgent: Sell at the painkiller moment: per-pitch kits delivered in 24 hours, tied to a live brand request.

05 The money

What you can charge, what it really costs, and how many customers you need. All figures in INR, estimated.

Recommended price	₹399 (monthly subscription); range ₹249 to ₹799
Margin	82%, about ₹327 profit per customer. Estimated cost to acquire one customer: ₹350.
Hidden monthly costs	Hosting and database ₹4,000 · Social data / API access ₹6,000 · Payment gateway fees (~2.4%) ₹1,500 · Support and tools ₹3,000 · Design and template refresh ₹2,000 = **₹16,500**
Break-even	**51 customers** cover fixed costs; **357** reach ₹1 L/month profit; **2,507** reach ₹10 L/month revenue.
Assumptions	Creators pay for a kit around brand pitches, not all year. Agencies pay more but need a sales call. Churn assumed high. These are AI estimates: replace them with your real numbers.

06 The biggest competitor

Not just direct rivals: everything your customer uses instead of you.

Biggest competitor: Canva templates: free, familiar, and good enough for most creators who pitch a few brands a year.

WHAT CUSTOMERS USE TODAY		WHY
Cheaper products	9/10	Canva and free link-in-bio kits cost nothing and already hold the audience.
Existing brands	7/10	Link-in-bio tools can add a media-kit block with one release.
Doing nothing	6/10	Many creators wait for brands to ask and then improvise a PDF.
Old habits	6/10	Creators reuse last quarter's kit and hope the numbers are close enough.
Excel / manual	5/10	Google Slides and Notion kits are slow but fully custom and free.
Local alternatives	5/10	Freelance designers sell custom kits for ₹1,500 to ₹3,000 on WhatsApp.
WhatsApp	4/10	Creators send screenshots of analytics directly to brand managers.

07 The strongest positioning

Your idea, rewritten so people understand it instantly.

“Send brands a media kit that gets you a reply, in 10 minutes, with numbers that update themselves.”

Who it is for	Indian creators with 10k to 200k followers who pitch brands for paid deals.
What problem it solves	Brands ignore pitches with outdated or messy media kits, and building a new one takes a weekend.
Why they should care now	Brand budgets for micro-creators are growing and managers expect numbers that are current.
Why it beats doing nothing	A kit with live numbers in 10 minutes beats a stale Canva file and a screenshot in WhatsApp.

08 5 offers you can test

Run each as a landing page or DM pitch and see which one gets a yes.

1	**₹199 pitch-ready kit in 24 hours** Price: One-time ₹199, no subscription. Guarantee: Brand-ready or full refund within 7 days. Bonus: Free pitch email template. Urgency: First 50 creators pay ₹199 instead of ₹399.
2	**₹499 kit with live stats for 3 months** Price: ₹499 for 3 months, cancel any time. Guarantee: Refund if stats do not sync in 48 hours. Bonus: Free rate card worksheet. Urgency: Launch price ends when 100 creators join.
3	**Brand-deal starter pack** Price: ₹999 once: kit, rate card, 3 email templates. Guarantee: Land one reply in 30 days or get a free redo. Bonus: Private group with other creators. Urgency: Only 20 packs this month.
4	**Agency roster pack for 10 creators** Price: ₹2,999 per month for 10 branded kits. Guarantee: First month free if your team is not impressed. Bonus: Free onboarding call for your creators. Urgency: Founding agencies lock this price for a year.
5	**Free watermarked kit, pay to unlock** Price: Free kit, ₹149 to remove branding and add live stats. Guarantee: Keep the free kit forever, no card needed. Bonus: Share link that shows brand views. Urgency: Unlock before your next brand pitch.

09 10 ad hooks

Scroll-stopping lines that make people think “this is my problem”.

01	Brands ghosted your last pitch? Your media kit might be why.
02	Your Canva media kit is four months out of date. Brands can tell.
03	The three numbers a brand reads in the first ten seconds.
04	Stop screenshotting your analytics into a slide.
05	What a 15k-follower creator can fix in one afternoon.
06	Your rate card is the reason you are being low-balled.
07	Make your media kit once. Never update it again.
08	Agencies: send ten creator kits in one afternoon.
09	A media kit should take ten minutes, not a weekend.
10	Do brands trust your numbers? Show them live ones.

10 Your first 7-day execution plan

Day by day: what to research, build, post, sell, test, and which numbers to watch.

Day 1	**Talk to ten creators** RESEARCH Interview 5 creators who pitched brands this quarter about their current kit and what it cost them. RESEARCH Ask each one what they would pay to never rebuild a kit again. Track: **Creators interviewed and who named a price**
Day 2	**Talk to agencies** RESEARCH Interview 5 agencies or managers about how many kits they send each month. RESEARCH Find out who in the agency decides and pays for creator tools. Track: **Kits sent per agency per month**
Day 3	**Fake-door landing page** BUILD Build one page with the ₹199 offer and a pay-now button. No product yet. BUILD Add a before-and-after example kit made by hand. Track: **Page published, payment link working**
Day 4	**Go where creators are** POST Post the offer in 3 creator communities with a short story. POST Send 30 personal DMs to creators who recently posted brand collabs. Track: **DMs sent and replies received**
Day 5	**Hand-make first kits** SELL Make kits manually in Canva for the first buyers within 24 hours. TEST Ask each buyer one question: would you pay monthly for live stats? Track: **Paid orders and yes answers**
Day 6	**Test the higher offer** TEST Run a second landing page with the ₹499 live-stats offer to the same audience. POST Post a before-and-after from a real customer, with permission. Track: **Clicks and orders on ₹499 vs ₹199**
Day 7	**Decide** TRACK Count DMs sent, replies, paid orders and refund requests. TEST Rule: 5 or more paid orders means build; fewer than 2 means rethink. Track: **Paid orders out of DMs sent**

11 Red flags

If any of these are true, fix them before you spend money.

!	**You have not spoken to a creator who lost a brand deal over a bad media kit.** Fix: Interview 10 creators first and ask about their last lost deal.
!	**Your only plan to reach creators is posting on Instagram and hoping.** Fix: Pick one community and send 30 personal DMs a day for a week.
!	**Your cost model assumes creators stay subscribed all year.** Fix: Model 10% monthly churn and per-pitch pricing instead.
!	**The product depends on an Instagram API that can change without notice.** Fix: Let creators type or upload stats manually as a fallback.

12 Final verdict

One of: Kill it, Fix it, Test it, Go all in.

TEST IT

Do these first

1. Prove 5 creators will pay ₹199 for a hand-made kit.
2. Pick one first customer: individual creators or agencies.
3. Decide how you will reach them without paid ads.

The problem is real but small and seasonal, and Canva is a very good free substitute. Do not build syncing or billing yet. Spend seven days and almost no money proving creators will pay when a brand asks for their kit. If five pay for a hand-made version, build. If not, you saved months.

+ What the AI panel said

5 independent reviewers, then a peer digest. Strong signal held before the reveal; weaker signal appeared after.

MODEL	DEMAND	COMPET.	PRICING RISK	FEASIBILITY	DISTRIB. RISK	PRICE	VERDICT R1 → R2
GPT	6	7	7	8	7	₹399	test → test
Claude	5	7	8	8	7	₹349	fix → test
Gemini	6	6	6	8	6	₹449	test → test
DeepSeek	7	7	7	9	7	₹399	test → test
Grok	5	8	7	8	8	₹299	fix → fix
Median	**6**	**7**	**7**	**8**	**7**	**₹399**	**TEST**

Demand and feasibility: higher is better. Competition, pricing risk and distribution risk: higher is worse. Changed their mind: Claude (fix → test).

INDEPENDENT CONSENSUS · HELD BEFORE PEER REVEAL

4/5	The problem appears real: creators already rebuild media kits by hand every time a brand asks.
4/5	Willingness to pay needs validation before you build billing.

EMERGED AFTER REVEAL · WEAKER SIGNAL

3/5	Distribution, not the product itself, is the largest business risk.

MINORITY VIEWS · RAISED BY ONE REVIEWER, WORTH TESTING

Grok	Skip creators entirely. Sell to brands who need to compare creator stats in one format.

OPEN QUESTIONS · FIND THESE OUT BEFORE SPENDING MONEY

1	Will creators pay at the moment a brand asks for a kit, or only after?
2	Do agencies pay per creator, or per seat?
3	Does a live-stats kit lift reply rates enough to justify ₹499?

MAJOR DISAGREEMENT · BEST FIRST CUSTOMER

GPT	Claude	Gemini
Individual creators, growing fastest at the low end.	Creator agencies: fewer, larger deals and faster feedback.	Small brands seeking creator partnerships directly.

What would resolve this: Interview 10 creators and 10 agencies, and compare stated willingness to pay.

Illustrative sample with made-up content and no live model run. AI opinions and estimates, not predictions or financial advice. Validate every number with real customers before you spend money.

SAMPLE