

Founder Stack Scorecard

One page · stage → budget → use / skip / later · print & revisit quarterly · Alex Jarvis · Founder Stack Lab · founderstacklab.com

Founder / project	Date		Review by	
-------------------	------	--	-----------	--

1. Stage (mark one)

☐ Idea Validating; no revenue; landing page or notes.	☐ Pre-revenue Waitlist / demos; shipping first offer.	☐ Early revenue First sales; messy process; invoices hurt.	☐ Scaling Repeatable acquisition; downtime costs money.
--	--	---	--

2. Monthly tool budget (mark one)

SaaS + hosting + email + SEO + store add-ons. Exclude ads & contractors. Hard cap: \$ / mo

Band	Rough total	Posture
☐ \$0–49	Free tiers + cheap host	Pay for one named bottleneck only
☐ \$50–149	Small stack	One CRM path, one host, light SEO/store
☐ \$150–399	Serious solo / small team	Managed host or paid SEO research plausible
☐ \$400+	Team workflows	Seats, automation, reporting over sticker shock

3. Stack decisions — Use / Skip / Later

If you cannot explain the why, default to Later.

CRM

Option	Use if...	Skip if...	Use	Skip	Later
Spreadsheet / Notion	<20 active deals; you own follow-up	Deals slip; need shared ownership	☐	☐	☐
Free CRM (e.g. HubSpot Free)	Need stages, tasks, history	You only need a contact list	☐	☐	☐
Paid CRM / seats	Routing/reporting saves clear hours	Haven't used free CRM 30+ days	☐	☐	☐

CRM notes / skip for now:

Hosting

Option	Use if...	Skip if...	Use	Skip	Later
Shared / budget WP	Brochure/content; modest traffic	Checkout/membership is critical	☐	☐	☐
Managed WordPress	Staging, backups, WP support matter	Site is static / rarely edited	☐	☐	☐
Platform (Shopify, etc.)	Storefront is the product	Only need content + email capture	☐	☐	☐

Hosting notes / skip for now:

SEO research

Option	Use if...	Skip if...	Use	Skip	Later
Free (GSC + free tools)	<5 pages; learning search basics	Publish weekly and guess at demand	☐	☐	☐
Paid suite (e.g. Semrush)	Content is a growth channel	No site, niche, or publishing cadence	☐	☐	☐
Hire / agency SEO	Budget + clear KPIs	Cannot brief or review their work	☐	☐	☐

SEO notes / skip for now:

Storefront / commerce

Option	Use if...	Skip if...	Use	Skip	Later
No store yet	Services, B2B, or waitlist only	Customers ask “where do I buy?”	☐	☐	☐
Lightweight checkout / invoices	Few SKUs or custom quotes	Need cart, variants, returns at scale	☐	☐	☐
Full storefront (e.g. Shopify)	Catalog + shipping/tax rules	Offer is still unclear	☐	☐	☐

Storefront notes / skip for now:

4. Skip for now (this quarter)

1.
2.
3.

5. One-week action (pick one)

- ☐ Clean CRM / spreadsheet
- ☐ Confirm backups / staging
- ☐ One page via Search Console
- ☐ Full test order (if store)
- Other / done by:

Prefer **Later** over impulse upgrades. Re-score when stage or budget changes. Guides: founderstacklab.com (CRM, hosting, Semrush, Shopify) — educational. Disclosure: FSL may earn commissions from some product links when programs are approved. This scorecard has no affiliate buttons.