OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Google Momentum: a commercial proof dossier for AI startups

QUESTION

How should an Indian AI startup turn accelerator support and promising product metrics into enterprise-ready commercial evidence?

GUIDE TAKEAWAY

A programme, technology choice or impressive metric can open a conversation, but enterprise buyers need traceable evidence for the exact use case, economics, controls and operating boundary.

START HERE

Choose one enterprise use case and buyer decision.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Choose one enterprise use case and buyer decision

Evidence or input

Output or decision

Owner and review point

2. Turn every metric into a dated claim record

Evidence or input

Output or decision

Owner and review point

3. Test the product inside an operating envelope

Evidence or input

Output or decision

Owner and review point

4. Map evidence to sponsor, user, technical and risk roles

Evidence or input

Output or decision

Owner and review point

5. Run a bounded pilot and maintain the dossier

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Programme or ecosystem credential

Useful when: A buyer needs company context and support history

Limitation: Participation does not validate the product

Suggested action: State exact programme and benefit without outcome claims

Why this fits our situation

Evidence needed before acting

Founder or customer-reported metric

Useful when: A specific observed result is relevant

Limitation: Population and method may not transfer

Suggested action: Publish source, baseline, window and exclusions

Why this fits our situation

Evidence needed before acting

Controlled product evaluation

Useful when: The buyer needs comparable task performance

Limitation: A test environment may differ from production

Suggested action: Use representative holdouts and failure cases

Why this fits our situation

Evidence needed before acting

Paid enterprise pilot

Useful when: Operational and commercial fit need joint evidence

Limitation: Scope can become custom and hard to repeat

Suggested action: Fix acceptance, unit economics and stop rules

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/google-momentum-ai-startup-commercial-proof-dossier/

Publisher and evidence policy: https://outselll.com/editorial-policy/