i-Future Proof makes one question answerable before you spend the money: would it be worth it?

Only the people who would have to live with it can answer that. They tell you by using it — or quietly not at all.

Why that question has never been answerable

Worth it is a comparison, and both sides of it have gone unmeasured.

On one side: what actually changes for a person — whether their state improves, by how much, and for how long.

On the other: what it costs them **of themselves.** Not the budget — the attention, the effort, the disruption, the courage it takes to work differently. People do not adopt what costs them more than it gives them, and nobody has ever counted that side.

A business case measures neither. It sets the organisation's money against the organisation's forecast money, and files everything that actually decides the outcome as *intangible.*

We measure both sides, with the people themselves, and set the two readings side by side. **We never divide them** — divide, and you have invented a number nobody lives.

And one result that surprises everyone: unlike money and time, **human capacity grows when it is exercised.** The people who invest early invest more later, not less. It is a measurable property of real systems, and no ledger has a column for it.

Why the answer matters

If the people who would have to live with it judge that it is not worth it, **they do not adopt it** — and they rarely say so. They work around it, use the minimum, and go back to what they had. The system exists, the programme is recorded as delivered, and the benefit never arrives. Most failure looks like that: not a collapse, a shrug. Meanwhile the cost does not stop.

More than **7 in 10** funded initiatives fail the business that paid for them. Of more than 16,000 major projects, 8.5% came in on time and on budget; half of one percent did that *and* delivered the promised benefits.

And a *no* is not a dead end. Where the answer is close, it names what would have to change to make it worth it, and to whom — the cheapest specification you will ever be handed.

How it works

PREDICT	PITCH	PROTOTYPE	PROVE	FUND
Every stage measured, nothing asserted	Condenses to sixty seconds — a green light, not a budget	Built at near-zero cost, so nothing rests on a hunch	Thirty real people, three to six months, every number tested	Capital requested only when the numbers are proven

Capital is committed at the last rung, not the first. Any rung can stop you, and stopping early is the cheapest good news available.

Four questions, in order

1 Does the idea hold together? **2** Would it meet the need the actors actually stated? **3** Would every actor across the system adopt it — including the ones nobody asked? **4** Would it be worth it?

A$350 to A$2,500 a stage; A$3,750 for all four. Commissioned from a consultancy, the same four reads are quoted between **A$80,000 and A$585,000** — and either figure is small against the initiative it might stop.

> *"When it comes to understanding and leveraging the value that comes from a network of operators working together, traditional methods are no longer applicable or useful. Stephen's value methodology solves that problem — and also indicates where the project and the enterprise will arrive through the creation and use of digital value."*
>
> **Jane Treadwell** Strategic Adviser, International, Government Transformation · formerly AWS and the World Bank Group

The next step is a conversation, not a proposal.

Half an hour, walking through it against something you are actually deciding — so you can judge whether it addresses a need I have no way of guessing from here.

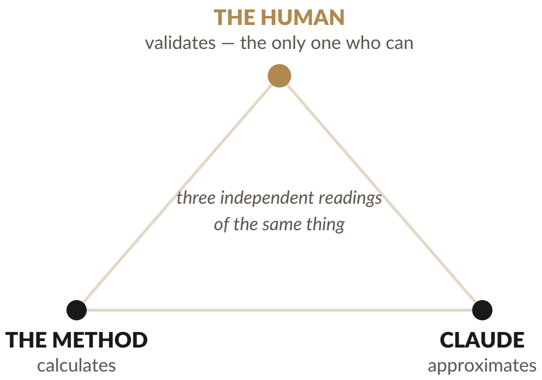
Stephen Alexander · stephen@stephenalexander.com.au

"By harnessing the synergy between uniquely human attributes and AI's computational power, leaders must create diverse forms of value beyond mere profit. This is the new benchmark for relevance in leadership." — Stephen Alexander

What the thirty minutes would cover

About fifteen of it is the thing itself, run live on an idea of yours; the rest is your questions. Everything below is here so you can decide whether it is worth the half hour before you give it.

How it can possibly know — and why it is not a survey



We do not ask anyone to predict whether they would adopt something. Nobody can answer that, and a survey that asks it is collecting opinion.

We measure what is **already true** — the pain a person carries now, what relief they would need for it to matter, and what they would be willing to invest of themselves to get it.

Three readings are taken independently. Where they **disagree** that is surfaced as a finding rather than averaged away — and the person whose life it is has the last word on their own score.

Four stages. Each asks one question. Each answers to two readers.

	STAGE · COST vs MARKET	THE QUESTION IT ASKS	THE TWO REPORTS IT PRODUCES
1	**Conceptually Sound** A$350 vs A$4k–25k	Does the idea hold together, and can anyone else hold it the same way?	FOR YOU Every concept scored, with the disagreements left visible FOR THE FUNDER Whether it is sound enough to look at further
2	**Could It Work** A$500 vs A$10k–60k	Would it meet the need the actors actually stated — and does that match your confidence?	FOR YOU The stated needs, the gaps, and where your confidence and the evidence part company FOR THE FUNDER Whether it meets a need that genuinely exists
3	**Would It Be Adopted** A$1,350 vs A$25k–150k	Would every actor across the system adopt it, including the ones nobody asked?	FOR YOU Actor-by-actor alignment, the resisters named, and what each would need FOR THE FUNDER Whether it would actually be used once it exists
4	**Would It Be Worth It** A$2,500 vs A$40k–350k	Is the value impact worth the total investment, financial and human?	FOR YOU Both readings side by side, per actor, and what only real discovery can settle FOR THE FUNDER Whether to commit — and what the real world must confirm

Take them in any order. Stop at any one of them — the report says why, and that is the cheapest answer available.

Six minutes, before we meet — neither asks for anything

1 MINUTE

Where did it actually stall?

Five questions about an initiative you could not get over the line. It names which stage would have helped — or tells you plainly that none of them would.

toolbox.ifutureproof.global/stall

5 MINUTES

Beat the Founder

Read a real idea the way its owner lived it, score it blind, then see your reading beside the owner's and Claude's. The gap is the interesting part.

toolbox.ifutureproof.global/examples

Nothing on either is saved. More than half the people who run the first are told it is not for them — that is the instrument working.