

**UNDERSTANDING THE EXISTING OFFERING**

Product / Service Inventory

See your whole portfolio — and where value really comes from

Use this when	Auditing what you currently offer
Time needed	60 minutes
Who's involved	People who know delivery and revenue
You'll end up with	A scored map of every offering

How to use this inventory

List every product and service you offer — including the small or forgotten ones — then score each on a few simple dimensions. The list itself isn't the point; the value is in seeing the whole portfolio at once, so you can spot where effort is going versus where value actually comes from.

Score Value, Effort, and Strategic fit as High / Medium / Low. Lifecycle is New, Growing, Mature, or Declining.

Offering	What it is / who it's for	Value	Effort	Lifecycle	Strategic fit

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EXAMPLE

Offering: 1-on-1 lab session. For: high-school & college athletes. Value: high. Effort: high. Lifecycle: growing. Strategic fit: high — this is the core.

Read the portfolio

Plot each offering by the value it creates against the effort it takes to deliver. The picture tells you where to invest and what to let go.

High value · Low effort <i>Double down — your best bets</i>	High value · High effort <i>Invest deliberately, protect quality</i>
Low value · Low effort <i>Keep only if it's genuinely cheap</i>	Low value · High effort <i>Retire or rethink</i>