

FORGE ASSESSMENT

Sample Expert · Sample Mechanical

Plumbing, heating & AC contractors (NAICS 238220) · October 28, 2026 · Report F-D0CC911AC7
Market: 107004 US companies, \$306B sales a year · TAM \$449M for this tool, \$6.1B to \$9.2B at 2 to 3% · Census 2022

01 Summary

100	IGNITE	No limits
OUT OF 100	LEVEL	ON THE SCORE

You're ready. You know the work, people take your calls, and you can commit. You've earned an Ignition Call. We'll check the proof behind your answers, and then we both decide whether to start.

Strengths	Know the work (100), People take your call (100), Know the money (100), Stuck market (100), Hard to copy (100), All in (100)
Gaps	None
Next step	Book your Ignition Call. It's a 60-minute paid call with a founder. You'll see the price on the booking page before you pay, and you can back out there.

[Book your Ignition Call](#) forge.exprise.co/book?r=F-D0CC911AC7 · your report ID goes with the booking

02 Scorecard

AREA	WEIGHT	SCORE	POINTS	RATING
Know the work	25	100	25.0	Strong
People take your call	20	100	20.0	Strong
Know the money	10	100	10.0	Strong
Stuck market	10	100	10.0	Strong
Hard to copy	10	100	10.0	Strong
All in	15	100	15.0	Strong
Balance bonus	10	100	10.0	
FORGE Score	100		100	IGNITE

Strong 70+, Developing 45 to 69, Weak under 45. Levels: IGNITE 75+, WARM 55 to 74, COLD 35 to 54, FROZEN under 35. Balance bonus: one tenth of the lowest of the first three areas.

03 Our analysis

Written by AI from your answers. Not yet checked by our team. Numbers you typed are stated, not proven.

Top score. Now write down the broken step. Your answers are strong on every question. Several have no detail typed yet. You haven't written down which step is broken, who signs, or how the whole job runs. The \$40K loss, the 35 named buyers, and the price are stated, and the call will test them.

First product	Missed-charge catcher for service trucks (our guess to test, since no product was given) Your pain is a 20-truck shop losing \$40K a year. A first product should catch the money lost at the broken step you name. Start by testing whether that step is billing or dispatch.
First buyers	Owners or office managers at plumbing, heating and AC shops. They buy after a month when the books show money they did the work for but never billed.
Hard to copy?	It gets hard to copy if each shop's job data makes the catch rate better and the big software company can't match your trust with owners. Neither the daily use nor the learning effect is proven yet.
Biggest risk	Techs may skip entering job details in the field. If the office can't see what was done, the product can't find what was missed.
We'll ask you	1. Which exact step in the job loses the \$40K a year for a 20-truck shop? 2. Who signs the check at your 35 named buyers, and who pushes for it? 3. What proof shows techs or dispatchers would use it every day?
Next 90 days	1. Call 15 of your 35 named buyers. Write down the broken step in their words. Result: 10 describe the same step. 2. Pull 5 shops' last 3 months of jobs and invoices by hand. Result: a dollar number of missed charges for each shop. 3. Show the \$400 a month price to 10 owners with their own missed-charge number. Result: 3 agree to run a hand-done trial.
How sure	Medium. Pain, price, and 35 named buyers are stated with numbers. The broken step, who signs, and daily use have no detail yet.

04 Priorities

No area is below the strong level. Keep your proof ready for the Ignition Call.

05 What happens next

You bring the know-how, the first buyers and your reputation. Exprise builds and runs the software, sales tools, pricing, the company and the launch. You commit \$250K over 24 months and your full time, only after test customers prove the price works (about weeks 5 to 6). Exprise puts in its own money too, and its funding partner adds growth money at \$1M a year in sales. Ask for the deal terms in writing on the Ignition Call.

FORGE Score → **Ignition Call (next step)** → Heat Map → Proof of Heat → First Strike → Temper → Breakout