

FREE DIAGNOSTIC TOOL

5-minute risk check for your first batch.

Most founders miss at least 2 of these questions.

Takes 5 minutes – saves your MOQ from going to waste.

HOW TO USE THIS TOOL

- 01** Work through all 14 questions honestly. Mark YES, NO, or NOT YET for each one.
- 02** Purple-highlighted questions are Critical Gates. A No here means High Risk – regardless of your total score.
- 03** Count your YES answers. Turn to the last page to find your result and what it means.

Built by **Neha Kunderap** – formulation and compliance expert with 19+ years across India, UK, and EU markets, and co-founder of Beauty Foundry Labs.

These are the questions she asks every founder in the first ten minutes.

YES NO NOT YET

Questions with a purple background are Critical Gates — see the scoring page for details.

SECTION 1 — PRODUCT READINESS

01 CRITICAL GATE

Have you developed a written product brief — including texture, fragrance, actives, and performance expectations?

Notes _____

02

Do you know the difference between a formulator and a contract manufacturer — and have you identified which one you need first?

Notes _____

03

Do you have 2–3 market benchmarks purchased, tested, and documented to share with your formulator? (e.g. Minimalist, Dot & Key, The Derma Co, or comparable brands in your category)

Notes _____

04 CRITICAL GATE

Have you reviewed ingredient technical data sheets to verify your claims are actually supported?

Notes _____

SECTION 2 — FORMULATION RISK

05 CRITICAL GATE

Have you factored in stability testing timelines (minimum 3–6 months) into your launch date?

Notes _____

06

Have you requested COAs (Certificates of Analysis) on the key actives in your formulation?

Notes _____

07 CRITICAL GATE

Has your formulation been tested in the actual packaging it will be sold in (compatibility testing)?

Notes _____

YES NO NOT YET

Questions with a purple background are Critical Gates – see the scoring page for details.

SECTION 3 – MANUFACTURER & MOQ REALITY

08

Do you know the minimum batch size your manufacturer will produce – and have you checked if that matches your sales forecast?

YES NO NOT YET

Notes _____

09

Have you mapped the full lead time stack – raw materials + packaging + manufacturing – and does it fit your launch date?

YES NO NOT YET

Notes _____

10

Does your manufacturer have experience with your product category specifically?

YES NO NOT YET

Notes _____

11 CRITICAL GATE

Do you have a signed NDA or manufacturing agreement before sharing your brief?

YES NO NOT YET

Notes _____

SECTION 4 – ECONOMICS

12

Do you know your formulation cost per kg – and have you back-calculated your retail price from it?

YES NO NOT YET

Notes _____

13

Have you calculated your total pre-launch capital requirement including raw materials, packaging, testing, and first batch?

YES NO NOT YET

Notes _____

14 CRITICAL GATE

Do you know your regulatory category in India – and whether your product is classified as a cosmetic or drug?

YES NO NOT YET

Notes _____

Score your results.

Count your YES answers. Find your band below.

11-14

Launch-Ready

You've done the groundwork most founders skip. Before you place your order, pressure-test your lead time stack and confirm your manufacturer has real experience in your specific product category. One wrong assumption at this stage is all it takes.

6-10

Concept-Strong, Process-Blind

You know your product. You don't yet know your supply chain — and that gap is where most first batches go wrong. It's fixable, but only before you commit to an MOQ. Go back to every No and map what it would take to turn it into a Yes.

0-5

Pre-Brief

You're not ready to talk to a manufacturer yet. That's not a failure — it's the most valuable thing this tool can tell you. The founders who lose money aren't the ones who don't know things. They're the ones who didn't know what they didn't know.

Critical Gate Override: A NO on any purple-highlighted question means High Risk — regardless of your total score. These are the questions where being wrong doesn't cost you time. It costs you the entire batch.

This is exactly what Course 01: Build it Right: From Idea to First MOQ is built to solve.

Small cohort. Practitioner-led. India-specific.

Register at www.bflabs.com