

Adversarial Decision Memo

SAMPLE subject: an invoicing add-on for freelance studios

SAMPLE

Generated: 2026-09-28 · Confidence: Medium

Do not build the full product yet. Test the “get paid faster” wedge first.

Sample report with illustrative demo values. Not a real study, customer or market claim.

EXECUTIVE SUMMARY

- The problem is discussed repeatedly in sample community threads, mostly as a time cost.
- Three alternative categories already cover part of the job, including spreadsheet templates.
- Paid tools in the sample set cluster around a lower monthly price than planned.
- Red-team view: the wedge is workflow speed, not features.

DECISION

Status: HOLD — pending one cheap test.

12 (SAMPLE)

Alternatives mapped

40 (SAMPLE)

Threads reviewed

€0–€29 (SAMPLE)

Price band observed

01 QUESTION

Should we build a €39/month invoicing add-on for small studios?

02 RECOMMENDATION

Narrow the offer to payment follow-up and validate willingness to click and sign up before building invoicing.

03 WHY NOW

A test costs far less than a build cycle and answers the pricing question directly.

04 EVIDENCE STACK

Signal	Direction	Strength
Recurring payment-chasing pain	For	Moderate
Free template substitutes	Against	Strong
Suite lock-in	Against	Moderate

05 WHAT COULD MAKE THIS WRONG

- A segment with high invoice volume may value automation more.
- Sample signals may lag recent market changes.

06 COMPETITOR / ALTERNATIVE WATCHLIST

Alternative	Watch for
Suite A (SAMPLE)	Payment reminder features
Template marketplaces	Automation add-ons

07 NEXT CHEAP TEST DESIGN

One landing page, two headlines, €150 SAMPLE budget, 7 days, primary metric: signup rate.

METHODOLOGY

Desk research across public pricing pages, review platforms and community threads. Signals are sampled and coded by theme; counts are indicative, not census.

UNCERTAINTY NOTES

- Community voices over-represent vocal users.
- Prices change; snapshot values are SAMPLE.

EVIDENCE & SOURCES

Pricing pages (SAMPLE set)

Public web · 12 entries coded

Review platforms

Reviews · Themes only, no quotes reproduced

Community threads

Forums · 40 threads sampled

NEXT STEP

Pressure-test price and message with SKPTIK.