

Rohan, here's what's actually in your way

Ally looked at 15 parts of your business and 6 main areas, and found one thing that explains most of what is in your way.



Where you are today — not a verdict on whether this works.

A note on certainty

One caveat up front: we did not gather enough signal this session to be confident. Read the below as a provisional draft, not a settled diagnosis.

01 Founder summary

Rohan Das, Here is a read on your direction and what to focus on next. Across 30 answers, your business health reads as Needs Attention. Revenue Maturity is carrying the most weight. The leading explanation is Building Is the Safe Place, and it is not confirmed yet -- the next steps are what would settle it.

02 Founder DNA

Your founder pattern reads clearly as Problem Solver, driven by purpose. In your own words, this is what success looks like: "The one number I'd watch most closely is weekly active users who come back and use SahiSalah again." A pattern worth naming: One thing I learned the hard way is that building a good product doesn't automatically mean people will use it. On why this matters to you: "SahiSalah still deserves my time because I believe AI can make legal information easier for ordinary people to understand and access."

ORIGIN

I realized that legal information is often difficult for normal people to understand or access.

VISION

The one number I'd watch most closely is weekly active users who come back and use SahiSalah again.

ARCHETYPE

Name: Problem Solver · Core Motivation: Purpose

CORE VALUES

There hasn't been a major situation where I actually compromised on something important just for growth.

DECISION STYLE

Figuring it out as I go One decision I rushed was moving toward the prototype before fully validating the exact target user and their needs.

WHAT DRIVES YOU

The last win that actually felt good was getting the SahiSalah prototype working and putting it in front of users.

ENERGY PATTERNS

The last stretch that gave me real momentum was getting the SahiSalah prototype working and ready for actual user validation.

FOCUS ATTENTION

The last time was while I was working on the SahiSalah product and debugging an issue.

PURPOSE MISSION

SahiSalah still deserves my time because I believe AI can make legal information easier for ordinary people to understand and access.

STRESS RESPONSE

The last week that genuinely got to me was when I was dealing with product issues while also trying to get SahiSalah ready for user validation.

MINDSET EXCELLENCE

The last thing I shipped was the SahiSalah prototype on the website.

STRENGTHS BLIND SPOTS

One thing I learned the hard way is that building a good product doesn't automatically mean people will use it.

EMOTIONAL INTELLIGENCE

The last time I felt completely overwhelmed was when I had too many things happening at once—product issues, debugging, user validation, and deadlines.

COMMUNICATION PREFERENCE

I prefer it straight first.

03 Business DNA

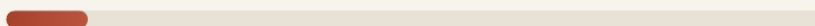
Across all six readiness pillars, your business health reads as "Needs Attention".

Flagged for immediate attention: Founder Readiness, Revenue Maturity, Strategic Clarity.

Six areas of your business, ordered by how much each one matters where you are now. Weakest first — that is also the order to work in.

Revenue Maturity

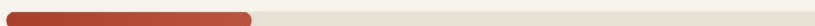
20% of overall · Demand
Reality, Revenue Model
Clarity and Pricing
Confidence only



Not started yet

Founder Readiness

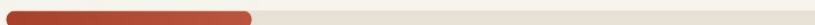
25% of overall



Needs work

Strategic Clarity

10% of overall



Needs work

Team & Leadership

10% of overall - Team

Structure & Role Clarity and

Decision Rights only

Needs work

Market Clarity

20% of overall

Needs work

Product & Execution

15% of overall

Coming along

These come from a session with too few answers for us to be sure. Read them as a first look to check against, not a final score.

Founder Readiness

NEEDS WORK

WHAT THIS USUALLY MEANS:

- The founder has the drive but is showing signs of strain — overwork, poor boundaries, reactive decision-making, or self-doubt undermining good execution.
- Business progress is possible but will be limited until personal sustainability is built.

Market Clarity

NEEDS WORK

WHAT THIS USUALLY MEANS:

- The founder has done some discovery but has not gone deep enough.
- They have a general sense of the customer but lack specificity.
- Their GTM is vague.
- They may have spoken to people who liked the idea but cannot point to evidence that those people would pay.

Team & Leadership

NEEDS WORK

Team Structure & Role Clarity and Decision Rights only

WHAT THIS USUALLY MEANS:

- The team is functional but fragile.
- The founder is still doing too much.
- Delegation is uncomfortable.
- Key roles may have skill gaps that are being papered over.
- Communication is informal and inconsistent.
- The team works hard but not always in the same direction.

Strategic Clarity

NEEDS WORK

WHAT THIS USUALLY MEANS:

- The founder has a vision but it is vague and their goals are either too ambitious or not measurable.
- They have not thought through their competitive moat.
- Their capital strategy is reactive.
- They say yes to too many things because they have not defined what they are truly optimising for.

Product & Execution

COMING ALONG

WHAT THIS USUALLY MEANS:

- The product delivers clear value with reasonable reliability.
- There is a feedback mechanism with real users.
- Prioritisation has some structure.
- Processes exist for core operations.
- The team can execute without the founder being involved in every decision.

Revenue Maturity

NOT STARTED YET

Demand Reality, Revenue Model Clarity and Pricing Confidence only

Every part of your business we looked at, in order. First what is working that you can build on, then what needs your attention next.

● LEAN ON THIS

Sales & Revenue		Working well
Strategy & Planning		Working well
Team & Leadership		Working well

These are working. They are the machinery you will use to fix the column on the right.

● FIX THIS FIRST

Go-To-Market		Coming along
Founder Psychology		Coming along

This is where the next two weeks should go.

And here is what you said that is already working. These are your answers, graded on the same scale as everything else.

SALES & REVENUE

Are you counting signups as success?

“No, I wouldn’t count signups as real success by themselves. A signup only tells me that someone was interested enough to try SafiSafafi. I’d consider it success when users actually use the product, get value from it, and come back again.”

COMPETITIVE AWARENESS

Besides companies doing exactly what you do, what other ways might someone solve this problem?

“Someone could solve the problem without using SafiSafafi by going directly to a lawyer, asking a legal professional they know, searching government websites, reading legal documents and case information online, or using existing legal-information websites and AI tools. The difference I’m exploring with SafiSafafi is making that initial legal-information process simpler and more accessible for...”

NEEDS YOUR ATTENTION FIRST

- Founder Readiness
- Revenue Maturity
- Strategic Clarity

04 Root cause

• WHAT ALLY FOUND • FAIRLY SURE

What looks like it is in your way: *Building Is the Safe Place.*

fairly sure

You described the problem as "Honestly, the biggest problem right now is users. I've built the SahiSalah prototype and it's ready to be tested, but getting the right people to actually use it is difficult. I need real users to validate whether the product genuinely solves their problem, and right now I don't have enough of them." Here is the through-line: Building Is the Safe Place is the strongest read your answers support, and it is not yet confirmed -- the steps below are what would settle it. Lack of Data also showed up, behind the finding above -- worth watching, not yet a conclusion. No System for Tracking Real Behavior Against Model Assumptions also showed up, behind the finding above -- worth watching, not yet a conclusion.

HOW ALLY GOT HERE

- 1 What you described** — Honestly, the biggest problem right now is users. I've built the SahiSalah prototype and it's ready to be tested, but getting the right people to actually use it is difficult. I need real users to validate whether the product genuinely solv...
- 2 What we ruled out** — Product & Execution all came back stronger, so this is not about how hard you are working or what you can do.
- 3 What stood out** — Of everything we looked at, Founder Psychology came back weakest.
- 4 The link to you** — The same pattern showed up across answers that were not about the same topic.
- 5 What we think it is** — One thing explains most of the rest: Building Is the Safe Place. This one is not tested yet.

What else pointed the same way:

FOUNDER PSYCHOLOGY

Building Is the Safe Place

not tested yet · the main one

FUNDRAISING

Lack of Data

not tested yet · also showed up

BUSINESS MODEL DESIGN

No System for Tracking Real Behavior Against Model Assumptions

not tested yet · also showed up

05 What this is based on

This reads from 4 questions in your own words before the diagnosis started and 30 diagnosis answers. Still to be tested: Building Is the Safe Place, Lack of Data, No System for Tracking Real Behavior Against Model Assumptions. Treat these as the leading hypotheses, not verdicts.

The reading above comes from what you actually said. These moments carried the most weight.

GO-TO-MARKET

Do you have any pilot customers or early users, and how did you find them?

“I don’t have a formal group of pilot customers yet. I’m currently trying to get early users through direct outreach and people in my existing network who are willing to test the SahiSalaḥ prototype and give honest feedback. My focus right now is getting a small group of relevant users and learning from their actual ex...”

FUNDRAISING

What real evidence do you have right now that this is working, beyond your own belief in it?

“The strongest evidence I have right now is that I’ve been able to turn the idea into a working prototype and put it in front of real users for validation. People can actually use the product and give feedback on the experience. But I wouldn’t say I have strong business evidence yet. I don’t have paying customers or e...”

OPERATIONS & SYSTEMS

Do you have an accountant, company secretary, or lawyer who'd flag obligations you might be missing?

“Not as a regular part of the business right now. I know legal, tax, and compliance obligations are important, especially for a product like SafiSafafi, but I don’t currently have a dedicated accountant, company secretary, or lawyer reviewing everything on an ongoing basis.”

QUESTIONS YOU ANSWERED

30

06 Priority actions

Your next steps. First, confirm: Write the problem you solve in one sentence: who has it, and what changes for them — before you name what you built. Use no word someone outside your field would need explained.; List the three strongest claims you make about this business, and write beside each one the specific thing outside your own opinion that backs it — a person, a number, a conversation, an order. Mark the ones where you have nothing.; Explain the business out loud to one person who does not know it, and write down the exact moment they looked lost or asked you to back up..

- 1 Write the problem you solve in one sentence: who has it, and what changes for them — before you name what you built. Use no word someone outside your field would need explained.
- 2 List the three strongest claims you make about this business, and write beside each one the specific thing outside your own opinion that backs it — a person, a number, a conversation, an order. Mark the ones where you have nothing.

3

Explain the business out loud to one person who does not know it, and write down the exact moment they looked lost or asked you to back up.

07 How to sequence this

Start by confirming what is actually true. The fixes come after and depend on what you find, so there is nothing to sequence past this until these come back.

Two weeks, one question to answer. Everything here serves it.

WEEK 1

First moves

- List the three strongest claims you make about this business, and write beside each one the specific thing outside your own opinion that backs it — a person, a number, a conversation, an order. Mark the ones where you have nothing.
- Explain the business out loud to one person who does not know it, and write down the exact moment they looked lost or asked you to back up.

WEEK 2

See what comes back

- Name the single most likely thing someone would do instead of using you — including nothing at all — and write one plain sentence on why they would choose you. Then delete your business name from that sentence and check it could not be anyone else's.

3

Actions to start in the next two weeks

11

Dimensions needing attention

08 Why these steps

These steps are aimed at what the diagnosis pointed to: Building Is the Safe Place, Lack of Data, No System for Tracking Real Behavior Against Model Assumptions.

09 Your next move with Ally

When you are ready to act on this, a short discovery call with the Ally team turns this diagnosis into a concrete plan. You can book one whenever the timing is right for you.

This report is yours to keep.

Work through the actions above in Next steps — that is where this picture actually moves. Ally knows what is in this report, so you can talk any of it through whenever you want.

Not included in this report: expected impact. Ally leaves a section out when it does not have enough to say something true there, rather than filling it in.

Generated from your diagnosis on 26 Sep 2026. Bands reflect how much evidence supported this read — not how well you are doing.