

Prepare a buyer-ready evidence pack

01

Describe the asset



02

Show the evidence



03

Verify the transfer

For each item record: owner, source, period, ready / needs evidence / blocked.

1. Product: audience, problem, working demo, feature inventory, known limitations.

Owner / source / period:

Ready / needs evidence / blocked:

2. Business: age, reason for sale, revenue/refunds/expenses, actual reporting period.

Owner / source / period:

Ready / needs evidence / blocked:

3. Audience: analytics, search traffic, source concentration, consent and measurement limits.

Owner / source / period:

Ready / needs evidence / blocked:

4. Operations: weekly tasks, support hours, hosting/API/email costs, manual work.

Owner / source / period:

Ready / needs evidence / blocked:

5. Rights: domain, code, brand, content, images, third-party terms, exclusions.

Owner / source / period:

Ready / needs evidence / blocked:

BUYER PACK / CONTINUED

Prepare a verifiable handoff

6. Systems: architecture, dependencies, buyer account setup, backup and restore.

Owner / source / period:

Ready / needs evidence / blocked:

7. Data: permitted transfer scope, privacy obligations, anonymized sample data.

Owner / source / period:

Ready / needs evidence / blocked:

8. Deal: included assets, exclusions, payment/inspection process, support scope and end date.

Owner / source / period:

Ready / needs evidence / blocked:

9. Transfer: migration checklist, buyer verification, credential rotation, access removal.

Owner / source / period:

Ready / needs evidence / blocked:

10. Results: actual proceeds, all costs, owner time, lessons, decision and next chapter.

Owner / source / period:

Ready / needs evidence / blocked:

IF AUTOMATELY IS INCLUDED

Automately directory gate, if included: submission, moderation, payment success/failure, publication, sponsored label, placement term/expiry, refunds/cancellation and protected admin access demonstrated. Test transactions are not revenue.

Questions or help applying this to your project? Email info@waymaker.cx.