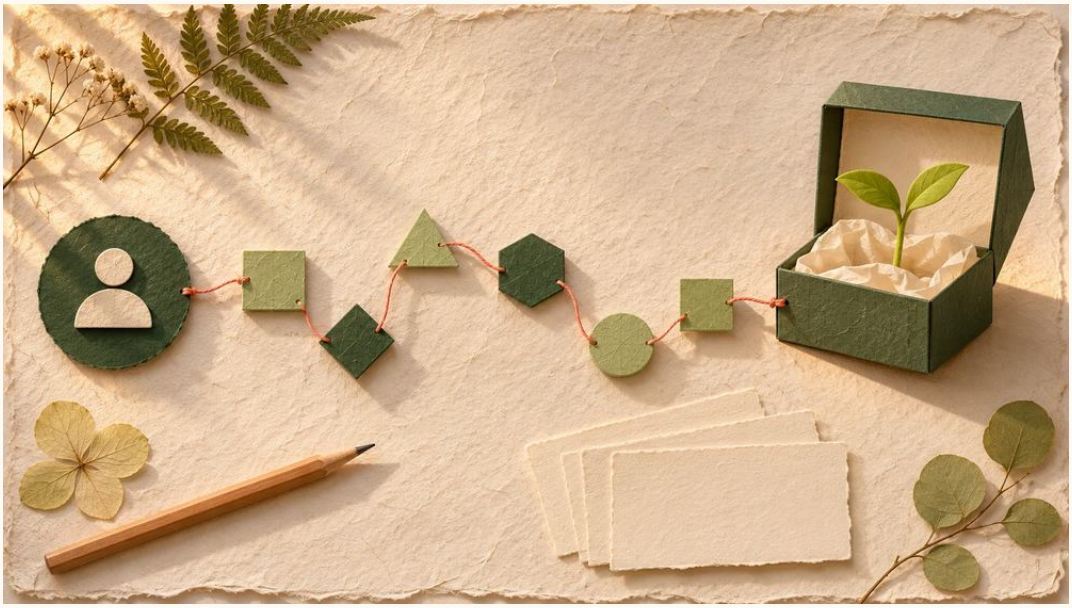
MCP Opportunity & Offer Kit

Turn a repeated task into a small offer you can test.



Build a one-page opportunity brief, collect buyer evidence and prepare a bounded pilot. Start with the fictional course-selection example or replace it with a task you know well. Your completed canvas is a hypothesis until a buyer reviews the result.

Use this kit to make a concrete plan, rehearse one workflow and capture what you learn. The detailed article and editable templates accompany this compact guide.

Open the full article

https://wealthexperiment.live/blog/mcp-connection-to-validated-offer/

The implementation sequence

01 / Observe one real task

Use the evidence interview to record the trigger, inputs, sequence, output and consequence. Keep observations separate from assumptions.

02 / Make an excellent sample

Prepare a finished result using approved or fictional material. Ask the intended reviewer to mark what they would keep, change or reject.

03 / Choose the offer format

Decide whether you are selling a self-serve kit, a setup project or an ongoing service. Define what the buyer receives and what you will maintain.

04 / Estimate the delivery effort

Include intake, checking, revisions, support and upkeep. Replace estimates with observed time after each pilot.

05 / Run a bounded demand test

Use one buyer group and one message. Track relevant conversations, explicit decisions and accepted outputs separately.

06 / Make a dated decision

Use the experiment log to continue, revise or stop. Record what changed your mind and what the next test should resolve.

A completed example

Who owns the problem?

An independent workshop provider; the enrollment coordinator answers course-selection questions.

What repeated job needs finishing?

When a learner asks which course fits their goal, prepare a source-linked shortlist for staff review.

What have you observed?

Fictional interview: the coordinator opened six course files to answer one request. Hypothesis: retrieval is the bottleneck.

Which inputs are approved?

The provider-approved course catalog, reviewed monthly by the program lead. No learner records in the demo.

What will the buyer receive?

Three suitable course options with prerequisites, source links and unanswered questions. A staff reviewer confirms suitability.

Review the example as a learning aid. It is not evidence that a customer agreed, a deployment succeeded or a result was measured.

The example, continued

What connection is actually needed?

First pilot: manual catalog review. Consider a read-only MCP search tool if repeated retrieval remains slow.

What are the delivery assumptions?

Illustrative only: $149 price, $9 direct costs, four hands-on hours; $140 contribution, $35 per hour before overhead and taxes.

What will you test next?

Show an approved fictional sample to three workshop providers who described the problem; review their decisions in seven days.

What would make you continue, revise or stop?

Continue if a buyer agrees to a defined pilot and accepts the output; revise if the job matters but the package confuses; stop if urgency is absent.

Review the example as a learning aid. It is not evidence that a customer agreed, a deployment succeeded or a result was measured.

Your working worksheet

01 / Who owns the problem?

Name one buyer group and the person responsible for the task.

02 / What repeated job needs finishing?

Describe the trigger, frequency and output in plain language.

03 / What have you observed?

Separate a direct observation from your interpretation. Include the date and source.

Your working worksheet

04 / Which inputs are approved?

List the source collection, owner, freshness and permission needed.

05 / What will the buyer receive?

Describe a concrete artifact and its acceptance rule.

06 / What connection is actually needed?

Choose manual, existing MCP integration, custom MCP tool or browser WebMCP; explain why.

Your working worksheet

07 / What are the delivery assumptions?

Record price, direct costs, setup time, delivery time, review and support. Label estimates.

08 / What will you test next?

Name the audience, sample, distribution route, decision date and evidence to record.

09 / What would make you continue, revise or stop?

Define the conditions before seeing the results.

Use the kit, then verify the result

1. Keep a working copy

Extract kit.zip. Open index.html in your browser, or edit the Markdown templates in any text editor. The interactive worksheet keeps notes in page memory only. Download notes before leaving.

2. Make the example your own

Replace every fictional person, source, date and assumption with your own confirmed context. Record unknowns explicitly instead of filling them with plausible guesses.

3. Rehearse a normal and an awkward case

Try one known input, one missing input and one result that requires a reviewer. Check the delivered artifact against its source. Keep the manual path usable.

4. Record a dated decision

State what passed, what failed and what you will change next. Count setup, checking and rework when reviewing effort. A completed worksheet is preparation, not measured business improvement.

Sources and next steps

MCP architecture

https://modelcontextprotocol.io/docs/learn/architecture

WebMCP browser API (experimental)

https://developer.chrome.com/docs/ai/webmcp/imperative-api

Your detailed companion article

https://wealthexperiment.live/blog/mcp-connection-to-validated-offer/

Independent educational materials. Product names belong to their owners. These templates may be adapted for your own projects and client work.