EXECUTIVE LAYER

Decision

Use this page to understand or challenge the decision in about one minute.

DECISION READINESS

NOT READY | READY

Complete this record only after readiness gates pass.

INVESTMENT	DECISION OWNER

REVIEW DATE	ORIGINAL THESIS

RELEASED DECISION

CONTINUE | EXPAND | PAUSE | REVERSE

ONE-SENTENCE RATIONALE

State the forward-looking reason this decision is permitted by the evidence. Do not substitute effort already spent for future value.

WHAT MATERIALLY CHANGED

Record the evidence, execution finding, measurement finding or context change that altered the next resource decision.

DECISION MEANINGS

Four treatments - different burdens of evidence

CONTINUE	EXPAND	PAUSE	REVERSE
Current commitment remains justified.	More commitment is justified. Evidence burden is higher.	Decision quality is blocked. Stop adding exposure while resolving it.	Forward-looking evidence no longer justifies continued commitment.

REVIEWER LAYER

Evidence

Separate execution, measurement and evidence quality before judging the thesis.

EXECUTION INTEGRITY	MEASUREMENT INTEGRITY
ADEQUATE / INCOMPLETE / UNRESOLVED	TRUSTWORTHY / UNRELIABLE / UNRESOLVED

EVIDENCE STATE

SUFFICIENT / INCOMPLETE / CONTRADICTORY. Contradictions are surfaced; they are not averaged into a score.

EVIDENCE MAP

SUPPORTED	CONTRADICTED	UNRESOLVED
Evidence that directly or strongly supports the mechanism or decision condition.	Evidence that materially conflicts with the thesis, mechanism or expected condition.	Evidence that is missing, too early, confounded or insufficient for a bounded conclusion.
Key record / source / limitation:	Key record / source / limitation:	Key record / source / limitation:

MATERIAL LIMITATIONS

Record attribution limits, missing baselines, short observation windows, changed scope, dependency failures or other constraints that bound the conclusion.

CONTRADICTION HANDLING

If important signals disagree, identify which evidence is stronger, what remains unresolved, whether the decision is blocked, and what evidence would resolve the conflict. Do not manufacture confidence by averaging incompatible evidence.

REFUSAL RULE

Materially unreliable primary measurement blocks automated EXPAND and REVERSE decisions in the post-investment decision workspace and workbook.

If a reviewer believes independent evidence can carry the decision, that evidence must be documented and adjudicated in a separate human review. The automated product does not release or score that override.

REVIEWER LAYER

Decision conditions

Show why this treatment is permitted - and why another treatment is not.

POST-INVESTMENT DECISION GATE

THESIS	EXECUTION	MEASUREMENT	EVIDENCE	DECISION

CONTEXT CHECK

Would we approve this same investment today under current buyer, market, competitor, channel, regulatory, economic, product, capacity and organizational conditions?

TREATMENT CONDITIONS

CONTINUE	**Current commitment remains justified.**	Execution, measurement and evidence are decision-ready; forward value remains credible.
EXPAND	**More commitment is justified.**	Higher burden: supported mechanism, trustworthy measurement, adequate execution, capacity, acceptable economics, bounded scale step.
PAUSE	**Decision quality is blocked.**	Name the blocker, owner, next evidence and reopening trigger. A pause without a reopening condition is not governed.
REVERSE	**Future commitment is no longer justified.**	Decision-ready evidence materially undermines the mechanism/economics, a reversal condition is met, or current conditions make the investment infeasible.

CONDITIONS MET	CONDITIONS NOT MET
List the evidence-backed conditions that permit this decision.	List the conditions that blocked a stronger or different treatment.

CAPACITY / SCALABILITY	ECONOMICS
AVAILABLE / LIMITED / UNAVAILABLE. Record the operational constraint.	ACCEPTABLE / UNACCEPTABLE / UNRESOLVED. Record the forward-looking basis.

PORTABLE HANDOFF

Next action and reopening

Make the decision operational, reviewable and reversible when new evidence arrives.

NEXT ACTION

State the immediate resource/action consequence of the decision.

ACCOUNTABLE OWNER	NEXT EVIDENCE WINDOW

REOPENING TRIGGER

State the evidence or condition that requires the decision to be reviewed again. Use an observable trigger, not a vague promise to revisit.

ESCALATION / REFUSAL CONDITION

State when the decision must be escalated, narrowed or withheld - for example material measurement failure, unresolved contradiction, changed scope, or a missing owner. Independent-evidence overrides are separate human-review decisions, not automated exceptions.

SOURCE / EVIDENCE NOTE

Record the evidence sources used, their dates, any inferred rather than observed claims, and the most important limitation. A reviewer should be able to reconstruct what was known when the decision was released.

HANDOFF COMPLETENESS

- ☐ Investment and owner
- ☐ Decision readiness
- ☐ Evidence basis
- ☐ Next action
- ☐ Original thesis
- ☐ Released decision
- ☐ Remaining uncertainty
- ☐ Reopening trigger

FINAL CONTROL

Past spend does not justify future spend. Existing assets, learning, switching costs and option value may still matter - but only as forward-looking decision inputs.

Method: https://www.serpifai.com/insights/post-investment-review/