SaaS Health Checklist 2026

Market Need

A Foundation model could easily replace your product

Customers classify you as "nice to have"

You don't know if people will actually pay for this

Your value proposition is easy to dismiss

The problem you're solving doesn't exist in reality

You built just what you thought is cool

Capital Issues

You only got <9 months to Series A without $1.5-2M ARR

Your burn rate grows faster than revenue

You've needed bridge rounds or venture debt to survive

You don't know your monthly burn rate or runway

You haven't planned for the 18-month seed→Series A cliff

Spending on growth before proving unit economics

Team Dynamics

Your CTO doesn't understand AI-native architecture

Founders show burnout, fatigue, or conflict signs

You lack deep domain expertise in your vertical

Your team can't ship as fast as competitors

Missing critical roles (sales, product, engineering)

Key team members are checked out or looking to leave

Competitors

Big Tech could add your feature for free

Incumbents are bundling your standalone product

You lack a defensible data moat or proprietary data set

Your differentiation is only features (easily copied)

You're competing on price in a race to the bottom

A competitor raised 10x more and is undercutting you

Unit Economics

Your LTV:CAC ratio is below 3:1 (technically unfundable)

AI inference costs eat 40%+ of your margins

You spend more acquiring customers than they're worth

You don't track CAC by channel or payback period

Pricing too low for costs or too high for value

You've never calculated customer lifetime value

Product Quality

Onboarding takes longer than 5 minutes

Users struggle to get value in first session

You're ignoring customer feedback and requests

Product built for what YOU want, not user needs

Core features are buggy or unreliable

Users churn before seeing ROI from your product

Marketing

No repeatable, scalable acquisition channel

Your CAC is rising faster than you can handle

You're not measuring conversion rates in your funnel

You ignore customers after signup (no success motion)

Your messaging doesn't clearly communicate value

You're relying on hope-based marketing (no strategy)

How to use this

Step 01

Be Brutally Honest

This audit only works if you're honest with yourself. Check every box that applies to your company, even the uncomfortable ones.

Self-deception is expensive.

Step 02

Check All That Apply

Go through each of the 7 failure categories and check the boxes that describe your current situation.

Don't skip sections.

Step 03

Calculate Your Score

Count the total number of boxes checked (out of 42).

This is your survival score.

Where You at

CRITICAL !

If you checked ANY boxes in Category 1 (Market Need), you're in the danger zone regardless of your total score. Without product-market fit, fixing other issues is pointless. Address Market Need first.

Score

If you have NO Market Need boxes checked:

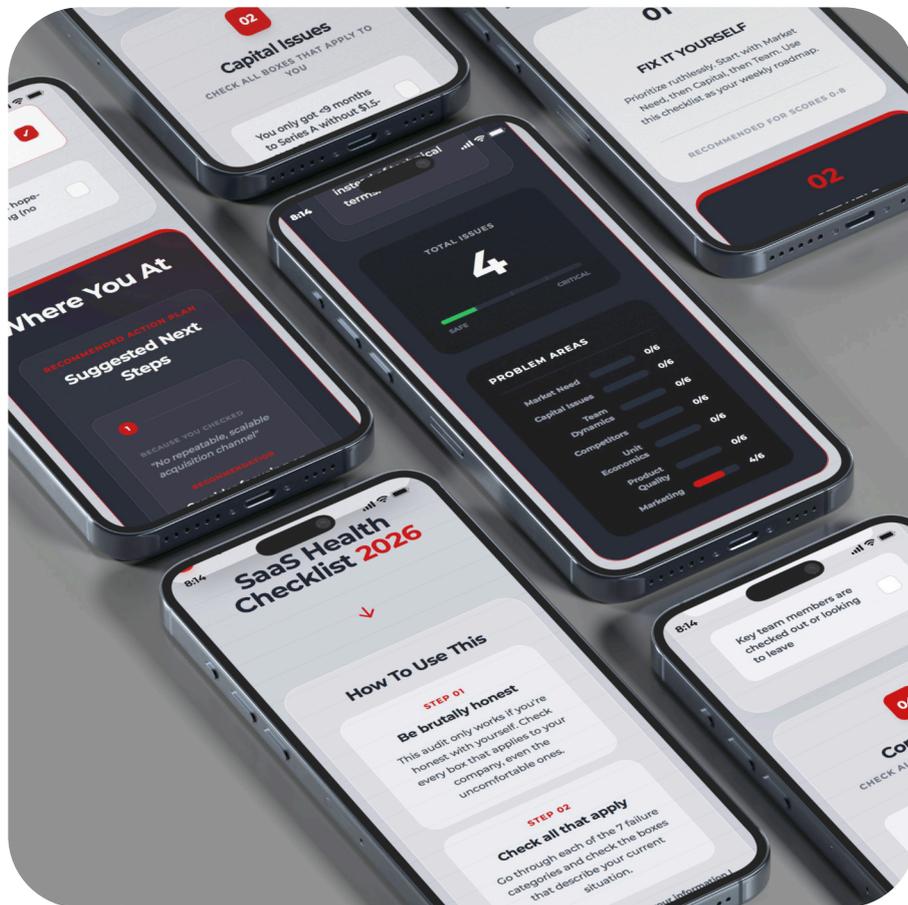| 0-4 boxes: | Healthy | But always be aware |
5-9 boxes:	Warning	Fix issues in 90 days
10-16 boxes:	Danger	Emergency turnaround
17+ boxes:	Critical	Pivot or shut down

Need More Personalized Results?

Checkout The Web Version Now!

GET THE WEB APP

Click the button

Now What?

You've seen where you stand. Here's what happens next.

If you checked boxes in Market Need, stop everything. Fix product-market fit first or **nothing else matters.**

If your score is in the Warning or Danger zone, **you have weeks**, not months, **to turn this around.**

You Have Two Options

01

Fix It Yourself

Use the checklist. Prioritize ruthlessly. Start with Market Need, then Capital, then Team. Track your progress weekly.

02

Get Help

At Aviyora, we work with seed to Series A US SaaS startups to fix bottlenecks in their fundraising and marketing efforts. So, you can focus on building.

APPLY NOW

Click the button

The median time from last funding round to shutdown is 16.5 months

If you haven't calculated your runway yet

use our runway calculator to check your runway.

(Simple | Free | Private)

CHECK YOUR RUNWAY

Click the button

Ready To Grow?

We are looking for founders who are ready to do whatever it takes to win.

APPLY NOW

Click the button