

FOUNDATION AND DECISION GUIDE · F15

Proof-of-value field guide

Design and run a proof that can fail honestly,
answer the buyer's real question, and support a
production decision.

DECISION

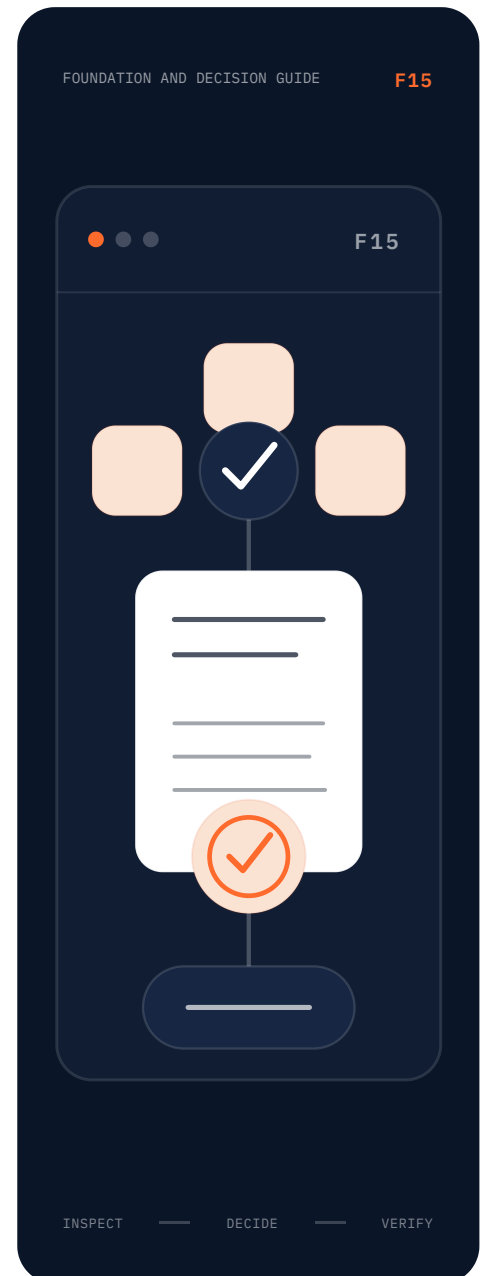
SCOPE

EVIDENCE

OWNERSHIP

PROOF

EXIT



A complete guide to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

F15

CONTENTS

From the first question to a defensible decision

This 36-page guide turns 13 owned topics into an explanation, evidence requirement, proof challenge, and closing decision record.

PRIMARY READERS

Proof leads and cross-functional evaluation teams

READING DEPTH

Practical professional

DECISION THIS SUPPORTS

Design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

01

Read this first

03–05

Audience, reader decision, canonical boundary, terms, and guide-specific factual spotlight

02

Understand the decision and its language

06–...

A proof is a decision instrument · Name the buying question · Choose one representative workflow · Define baseline and counterfactual · Create the acceptance matrix

03

Define the mechanism, controls, and evidence

...

Prepare the corpus and authority model · Build the proof boundary · Run normal and failure scenarios · Verify evidence independently · Measure performance and cost honestly

04

Prove adoption, operation, continuity, and exit

...–34

Decision dossier · Production conversion · Reusable templates

05

Sources and next action

35–34

verification records and closing decision package

06

Subject index

35–36

An alphabetical finder for concepts, controls, products, and decisions.

TARGET LENGTH

8,000–11,000 words.. Page count varies with the number and depth of topics rather than forcing every subject into the same shell.

SOURCE DISCIPLINE

Dweve-specific facts are taken directly from the English website text audited 2026-07-20; web-navigation wording is humanised for print. Evaluation guidance is editorial, and scenarios and derived visuals are illustrative. Unsupported synthesis is replaced by canonical copy or omitted.

READ THIS FIRST • READER DECISION

Who should use this guide, and what decision it supports

evaluation sponsors, technical evaluators, business owners, risk, procurement, and Dweve/partner delivery teams.

Design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

The worked scenario is a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. It is illustrative and deliberately bounded. Replace it with the organisation's actual workflow, systems, data, sources, policies, roles, infrastructure, commercial conditions and consequences while preserving the evidence discipline.

The guide's concrete output is a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off. Use the chapter explanation pages to align language, the evidence pages to create acceptance records, and any challenge pages to test whether the boundary survives missing assumptions and failure. End in a named decision, not an attractive summary.

QUESTION**One buying decision**

Current guide lens; verify source and scope.

CORPUS**Protected + versioned**

Current guide lens; verify source and scope.

RESULT**Pass / gap / fail**

Current guide lens; verify source and scope.

OUTPUT**Decision dossier**

Current guide lens; verify source and scope.

PRIMARY RISK

A supplier-shaped proof can choose easy cases, tune on the evaluation set, compare against an artificial baseline, ignore refusal and failure, measure a component instead of the workflow, and convert unresolved gaps into roadmap promises.

READ THIS FIRST • DISCIPLINE

How to read claims, evidence, responsibility, and status

The website is the only factual source for this edition. The guide adds explanation, architecture and proof requirements without inventing current product, regulatory, assurance, commercial, or customer-result facts.

Six evidence layers

A published description states a current proposition. Delivered software and documentation show what is available in a selected version. Customer configuration shows how it is used. An observed run shows one result. Independent assurance has scope, method and date. A written agreement creates commercial commitments and remedies.

Responsibility stays explicit

The relevant owners include evaluation sponsor, domain owner, proof lead, technical evaluator, data/source/policy owners, reviewers, security/risk, operations, procurement/commercial, supplier/partner and independent signatory. The supplier can provide product, evidence and commitments; customer owners still decide purpose, source and policy authority, professional or domain judgement, acceptable risk, infrastructure, staffing, affected-person treatment and production reliance.

Status and strong statements

Measured claims stay tied to workload, hardware and method. Research remains research. Alignment is not certification. "Open" is verified per component and licence. Pricing is re-audited at release. Roadmap and availability are not assumed. Conflicts or ambiguity become diligence items.

LAYER	EVIDENCE	CANNOT ESTABLISH ALONE
Website	website copy + captured date	Delivery, fit, contract
Delivery	Manifest + docs + artefacts	Customer result
Configuration	Data/roles/policy/posture	Operating outcome
Run	Raw output + target + packet	General performance
Assurance	Scoped test/report + findings	Universal security/compliance
Agreement	Rights + duties + remedy	Technical behaviour without test

Keep the layers separate in every chapter and decision record.

READING RULE

A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date.

READ THIS FIRST • CANONICAL SPOTLIGHT

Proof, demo, benchmark, pilot, and production are different

Using the correct word prevents a narrow result from acquiring authority it never earned.

A demonstration presents a prepared capability. A benchmark measures a defined technical path under a method. A proof answers a buyer's question against baseline, corpus and pass/fail criteria. A pilot exercises limited operational use with real ownership. Production adds enduring security, service, support, change, recovery, monitoring, affected-person and contractual duties.

Discuss an eligible licensed Dweve deployment. Charter is included in full-platform tiers or selected within the Solution scope. Bring the company records, rules, workflows, permissions, AI boundaries, and operating history back under one ownership line, then select any source or independence rights separately.

The result dossier preserves configuration and manifests, every run and failure, raw metrics, human and target states, packet and independent verdict, issues and remediation, operating effort, security and recovery evidence, pricing/contract assumptions and signed recommendation. Failed and unverifiable results remain part of the evidence.

AREA	CURRENT GUIDE RECORD	VERIFY / DECIDE
Demo	Prepared possibility	What can be shown?
Benchmark	Defined component or path	How does it measure here?
Proof	Buyer question and acceptance matrix	Should we proceed?
Pilot	Limited operational service	Can owners run it safely?
Production	Enduring accountable operation	Does it remain fit over change?
Expansion	New reliance or consequence	What must be re-approved?

Current source-edition summary. Recheck publication-sensitive facts and delivered scope at the decision date.

GUIDE-SPECIFIC PROOF

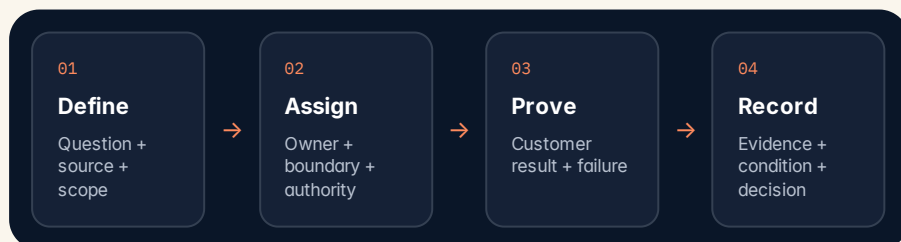
Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation.

01

PROOF-OF-VALUE FIELD GUIDE

Understand the decision and its language

Define the real question, current state, responsibilities, source claims, and the artefact this guide must produce.



The same evidence discipline applies to every chapter in the section.

CHAPTER 01 • EXPLAIN

A proof is a decision instrument

distinguish proof, demonstration, benchmark, pilot, and production rollout.

This chapter owns a specific part of the reader's decision: distinguish proof, demonstration, benchmark, pilot, and production rollout.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "A proof is a decision instrument", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Distinguish proof

Define the exact proposition and current authoritative source.

LENS 2

Demonstration

Name the responsible person, system, dependency, and version.

LENS 3

Benchmark

Specify the evidence and how an independent reviewer checks it.

LENS 4

Pilot

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 01 • APPLY

Turn “A proof is a decision instrument” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, distinguish proof, demonstration, benchmark, pilot, and production rollout, and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant source and version, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for a proof is a decision instrument; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 02 • EXPLAIN

Name the buying question

quality, accountability, sovereignty, integration, performance, cost, or continuity.

This chapter owns a specific part of the reader's decision: quality, accountability, sovereignty, integration, performance, cost, or continuity.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Name the buying question", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Quality

Define the exact proposition and current authoritative source.

LENS 2

Accountability

Name the responsible person, system, dependency, and version.

LENS 3

Sovereignty

Specify the evidence and how an independent reviewer checks it.

LENS 4

Integration

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 02 • APPLY

Turn “Name the buying question” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, quality, accountability, sovereignty, integration, performance, cost, or continuity., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant delivered mechanism, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for name the buying question; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 03 • EXPLAIN

Choose one representative workflow

consequence, data, sources, rules, actors, actions, and current pain.

This chapter owns a specific part of the reader's decision: consequence, data, sources, rules, actors, actions, and current pain.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Choose one representative workflow", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Consequence

Define the exact proposition and current authoritative source.

LENS 2

Data

Name the responsible person, system, dependency, and version.

LENS 3

Sources

Specify the evidence and how an independent reviewer checks it.

LENS 4

Rules

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 03 • APPLY

Turn “Choose one representative workflow” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, consequence, data, sources, rules, actors, actions, and current pain., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant customer configuration, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

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QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for choose one representative workflow; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 04 • EXPLAIN

Define baseline and counterfactual

current process, incumbent output, time, cost, evidence, and failure modes.

This chapter owns a specific part of the reader's decision: current process, incumbent output, time, cost, evidence, and failure modes.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Define baseline and counterfactual", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Current process

Define the exact proposition and current authoritative source.

LENS 2

Incumbent output

Name the responsible person, system, dependency, and version.

LENS 3

Time

Specify the evidence and how an independent reviewer checks it.

LENS 4

Cost

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 04 • APPLY

Turn “Define baseline and counterfactual” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, current process, incumbent output, time, cost, evidence, and failure modes., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant observed operation, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for define baseline and counterfactual; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 05 • EXPLAIN

Create the acceptance matrix

output correctness, source fidelity, refusal, human review, trace, replay, integration, security, deployment, and operations.

This chapter owns a specific part of the reader's decision: output correctness, source fidelity, refusal, human review, trace, replay, integration, security, deployment, and operations.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Create the acceptance matrix", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Output correctness

Define the exact proposition and current authoritative source.

LENS 2

Source fidelity

Name the responsible person, system, dependency, and version.

LENS 3

Refusal

Specify the evidence and how an independent reviewer checks it.

LENS 4

Human review

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 05 • APPLY

Turn "Create the acceptance matrix" into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, output correctness, source fidelity, refusal, human review, trace, replay, integration, security, deployment, and operations., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant contract and assurance, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for create the acceptance matrix; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

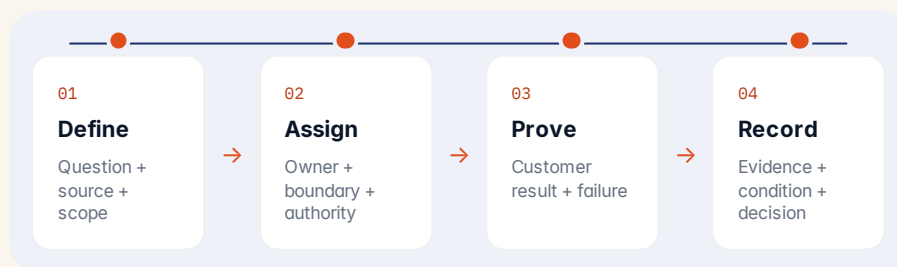
Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

02

PROOF-OF-VALUE FIELD GUIDE

Define the mechanism, controls, and evidence

Turn architecture and policy language into versions, owners, boundaries, tests, records, failures, and explicit limitations.



The same evidence discipline applies to every chapter in the section.

CHAPTER 06 • EXPLAIN

Prepare the corpus and authority model

representative, edge, adversarial, historical, and privacy-safe cases plus named reviewers.

This chapter owns a specific part of the reader's decision: representative, edge, adversarial, historical, and privacy-safe cases plus named reviewers.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Prepare the corpus and authority model", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Representative

Define the exact proposition and current authoritative source.

LENS 2

Edge

Name the responsible person, system, dependency, and version.

LENS 3

Adversarial

Specify the evidence and how an independent reviewer checks it.

LENS 4

Historical

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 06 • APPLY

Turn “Prepare the corpus and authority model” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, representative, edge, adversarial, historical, and privacy-safe cases plus named reviewers., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant source and version, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
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What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for prepare the corpus and authority model; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 07 • EXPLAIN

Build the proof boundary

products, interfaces, posture, data path, keys, systems, and explicit exclusions.

This chapter owns a specific part of the reader's decision: products, interfaces, posture, data path, keys, systems, and explicit exclusions.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Build the proof boundary", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Products

Define the exact proposition and current authoritative source.

LENS 2

Interfaces

Name the responsible person, system, dependency, and version.

LENS 3

Posture

Specify the evidence and how an independent reviewer checks it.

LENS 4

Data path

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 07 • APPLY

Turn “Build the proof boundary” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, products, interfaces, posture, data path, keys, systems, and explicit exclusions., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant delivered mechanism, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for build the proof boundary; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 08 • EXPLAIN

Run normal and failure scenarios

missing source, conflicting rule, unavailable tool, policy block, model failure, operator override, and recovery.

This chapter owns a specific part of the reader's decision: missing source, conflicting rule, unavailable tool, policy block, model failure, operator override, and recovery.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Run normal and failure scenarios", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Missing source

Define the exact proposition and current authoritative source.

LENS 2

Conflicting rule

Name the responsible person, system, dependency, and version.

LENS 3

Unavailable tool

Specify the evidence and how an independent reviewer checks it.

LENS 4

Policy block

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 08 • APPLY

Turn “Run normal and failure scenarios” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, missing source, conflicting rule, unavailable tool, policy block, model failure, operator override, and recovery., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant customer configuration, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
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What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for run normal and failure scenarios; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 09 • EXPLAIN

Verify evidence independently

inspect records, replay decisions, check signatures/roots, and test offline verification where applicable.

This chapter owns a specific part of the reader's decision: inspect records, replay decisions, check signatures/roots, and test offline verification where applicable.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Verify evidence independently", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Inspect records

Define the exact proposition and current authoritative source.

LENS 2

Replay decisions

Name the responsible person, system, dependency, and version.

LENS 3

Check signatures/roots

Specify the evidence and how an independent reviewer checks it.

LENS 4

And test offline verification where applicable

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 09 • APPLY

Turn “Verify evidence independently” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, inspect records, replay decisions, check signatures/roots, and test offline verification where applicable., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant observed operation, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

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QUESTION	REQUIRED RECORD	OWNER / STOP
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What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for verify evidence independently; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 10 • EXPLAIN

Measure performance and cost honestly

hardware, corpus, method, concurrency, warm/cold state, service versus owned cost, and non-SLA boundary.

This chapter owns a specific part of the reader's decision: hardware, corpus, method, concurrency, warm/cold state, service versus owned cost, and non-SLA boundary.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Measure performance and cost honestly", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Hardware

Define the exact proposition and current authoritative source.

LENS 2

Corpus

Name the responsible person, system, dependency, and version.

LENS 3

Method

Specify the evidence and how an independent reviewer checks it.

LENS 4

Concurrency

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 10 • APPLY

Turn “Measure performance and cost honestly” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, hardware, corpus, method, concurrency, warm/cold state, service versus owned cost, and non-SLA boundary., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant contract and assurance, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

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QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
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What is configured?	Customer data, roles, rules, posture	Customer control owner
What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for measure performance and cost honestly; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

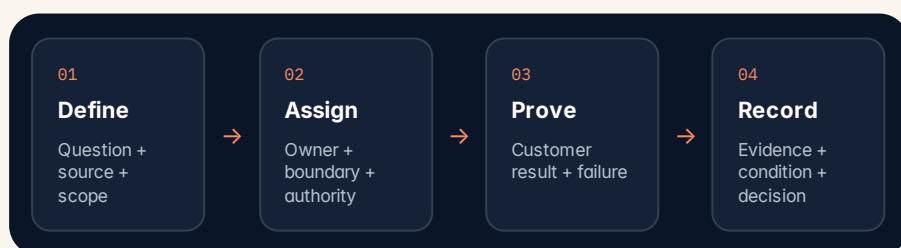
Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

03

PROOF-OF-VALUE FIELD GUIDE

Prove adoption, operation, continuity, and exit

Use customer evidence, challenge, recovery, diligence, commercial terms, and a signed decision before expanding reliance.



The same evidence discipline applies to every chapter in the section.

CHAPTER 11 • EXPLAIN

Decision dossier

results, failures, residual risks, integration effort, operating responsibilities, commercial scope, and recommendation.

This chapter owns a specific part of the reader's decision: results, failures, residual risks, integration effort, operating responsibilities, commercial scope, and recommendation.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Decision dossier", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Results

Define the exact proposition and current authoritative source.

LENS 2

Failures

Name the responsible person, system, dependency, and version.

LENS 3

Residual risks

Specify the evidence and how an independent reviewer checks it.

LENS 4

Integration effort

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 11 • APPLY

Turn “Decision dossier” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, results, failures, residual risks, integration effort, operating responsibilities, commercial scope, and recommendation., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant source and version, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

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What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for decision dossier; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 12 • EXPLAIN

Production conversion

gaps, hardening, assurance, migration, training, support, staged launch, and exit criteria.

This chapter owns a specific part of the reader's decision: gaps, hardening, assurance, migration, training, support, staged launch, and exit criteria.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Production conversion", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Gaps

Define the exact proposition and current authoritative source.

LENS 2

Hardening

Name the responsible person, system, dependency, and version.

LENS 3

Assurance

Specify the evidence and how an independent reviewer checks it.

LENS 4

Migration

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 12 • APPLY

Turn “Production conversion” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, gaps, hardening, assurance, migration, training, support, staged launch, and exit criteria., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant delivered mechanism, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

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The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
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What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for production conversion; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

CHAPTER 13 • EXPLAIN

Reusable templates

proof charter, data sheet, acceptance matrix, run log, issue register, and sign-off record.

This chapter owns a specific part of the reader's decision: proof charter, data sheet, acceptance matrix, run log, issue register, and sign-off record.

In this guide, a demonstration shows a prepared possibility; a benchmark measures a defined technical path; a proof answers a buying question against a baseline and pass/fail criteria; a pilot tests limited operational use; production adds enduring ownership, assurance, support and change. Applied to "Reusable templates", the practical task is to name the current state, the desired state, the owner of the transition, the material input and dependency, the evidence a reviewer can inspect, and the condition that would make the claim false or the design unsuitable.

The governing boundary is this: A proof cannot establish every platform, sector or regulatory claim. It binds one representative workflow, protected corpus, selected products/interfaces/posture, explicit exclusions, named reviewers, evidence and decision date. Keep website publication, delivered software, customer configuration, operating result, independent assurance and written contract as separate evidence layers. A strong statement at one layer must not silently become a guarantee at another.

LENS 1

Proof charter

Define the exact proposition and current authoritative source.

LENS 2

Data sheet

Name the responsible person, system, dependency, and version.

LENS 3

Acceptance matrix

Specify the evidence and how an independent reviewer checks it.

LENS 4

Run log

Record scope, failure, unresolved question, and safe next action.

OWNED ARTEFACT

This chapter contributes to a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.

CHAPTER 13 • APPLY

Turn “Reusable templates” into decision evidence

Move from explanation to a record an accountable owner can use, challenge, update, and carry into proof, procurement, operation, or exit.

Begin with the chapter proposition, proof charter, data sheet, acceptance matrix, run log, issue register, and sign-off record., and write it as one or more falsifiable questions. For each question, define scope and time, authoritative website source or customer source, delivered artefact, relevant customer configuration, named owner, comparison or acceptance rule, raw evidence, known limitation, and decision consequence.

Use the guide-wide scenario: a buyer names one quality, accountability, sovereignty, integration, performance, cost or continuity question and runs normal, boundary, adversarial, human, target, replay, deployment and recovery cases under agreed evidence rules. Walk it end to end and ask what this chapter changes at request, source, model/tool/rule, human authority, target, evidence, deployment, operation, commercial or exit state. Do not accept a screenshot or summary when the underlying manifest, result, packet, record or contractual term can be inspected.

The proof discipline for this guide is: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation. Preserve negative and unverifiable results. A gap can be remediated, contracted, accepted by the competent owner, or block the decision; it must not disappear behind roadmap language or an average score.

QUESTION	REQUIRED RECORD	OWNER / STOP
What is claimed?	Exact wording, scope, date, source	Guide decision owner
What exists?	Delivered manifest, interface, artefact	Technical/product owner
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What happened?	Raw run, target state, packet, metric	Domain/operations owner
What is assured?	Test/report scope, findings, limits	Independent challenger
What is committed?	Offer/agreement, remedy, exit term	Procurement/legal owner

Evidence ladder for reusable templates; not every question needs every row, but no row may be implied without evidence.

DECISION RECORD

Record pass, conditional pass, gap, fail, or unverifiable; link evidence, owner, remediation, date, residual risk, and effect on design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.

FIND A SUBJECT

Subject index

Page references point to the substantive explanation, worked example, control, boundary, or decision record, not merely to a passing label.

A Acceptance criteria 3, 5, 7-16, 18-27, 29-34	A Accountability 3, 5, 8-10, 12, 14, 16, 19, 21, 23, 25, 27, 30, 32, 34	A Adoption 28
A Appeal and challenge 3, 8, 10, 12, 14, 16, 19, 21, 23, 25, 27-28, 30, 32, 34	A Architecture 4, 17	A Assurance 4, 7, 9, 11, 13, 15-16, 18, 20, 22, 24, 26-27, 29, 31-33
A Authority 4-6, 8, 10, 12, 14, 16-19, 21, 23, 25, 27-28, 30, 32, 34	A Availability 4	B Benchmarking 5, 7-9, 11, 13, 15, 18, 20, 22, 24, 26, 29, 31, 33
B Boundaries 3, 5-34	C Capabilities 5	C Charter 3, 5, 7, 9, 11, 13, 15, 18, 20, 22, 24, 26, 29, 31, 33-34
C Compliance 4	C Configuration 4-5, 7-16, 18-27, 29-34	C Continuity 3, 8-10, 12, 14, 16, 19, 21, 23, 25, 27-28, 30, 32, 34
C Contracts 4-5, 7, 9, 11, 13, 15-16, 18, 20, 22, 24, 26-27, 29, 31, 33	C Cost and budgeting 3, 5, 8-10, 12-14, 16, 19, 21, 23, 25-27, 30, 32, 34	D Decision records 4, 8, 10, 12, 14, 16, 19, 21, 23, 25, 27, 30, 32, 34
D Dependencies 7, 9, 11, 13, 15, 18, 20, 22, 24, 26, 29, 31, 33	D Deployment 3, 5, 8, 10, 12, 14-16, 19, 21, 23, 25, 27, 30, 32, 34	D Due diligence 4, 28
E Evidence 3-34	E Exit 8, 10, 12, 14, 16, 19, 21, 23, 25, 27-28, 30-32, 34	F Failure 3, 5-34
H Hardware 4, 26-27	H Human authority 8, 10, 12, 14-16, 19, 21, 23, 25, 27, 30, 32, 34	I Inputs 7, 9, 11, 13, 15, 18, 20, 22, 24, 26, 29, 31, 33
I Integration 3, 8-10, 12, 14-16, 19, 21, 23, 25, 27, 29-30, 32, 34	L Licensing 4	L Limits and exclusions 8, 10, 12, 14, 16, 19, 21, 23, 25, 27, 30, 32, 34
M Manifests 4, 8, 10, 12, 14, 16, 19, 21, 23, 25, 27, 30, 32, 34	M Migration 31-32	M Models and solvers 8, 10, 12, 14, 16, 18-19, 21-23, 25, 27, 30, 32, 34
M Monitoring 5	O Operations 5, 8, 10, 12, 14, 16, 19, 21-23, 25, 27-28, 30, 32, 34	O Outputs 3-4, 13-16

SUBJECT INDEX CONTINUED

Subject index · O–W

Terms are grouped alphabetically. Consecutive page references are collapsed into ranges.

O Ownership 4–34	P Performance 3–4, 7–16, 18–27, 29–34	P Policies 3–4, 17, 22–23
P Pricing 4–5	P Privacy 18–19	P Procurement 3–4, 8, 10, 12, 14, 16, 19, 21, 23, 25, 27, 30, 32, 34
P Proof 3–34	R Recovery 3, 5, 8, 10, 12, 14, 16, 19, 21–23, 25, 27–28, 30, 32, 34	R Replay 3, 8, 10, 12, 14–16, 19, 21, 23–25, 27, 30, 32, 34
R Responsibility 4, 6, 29–30	R Rights 4–5	R Risk 3–4, 8, 10, 12, 14, 16, 19, 21, 23, 25, 27, 30, 32, 34
R Rules 4, 8, 10, 12, 14, 16, 19, 21–23, 25, 27, 30, 32, 34	S Security 3–5, 7, 9, 11, 13, 15–16, 18, 20, 22, 24, 26, 29, 31, 33	S Service levels 26–27
S Sources 3–34	S Sovereignty 3–5, 7–16, 18–27, 29–34	S State 6–16, 18–27, 29–34
T Testing 3–4, 8, 10, 12, 14, 16, 19, 21, 23–25, 27, 30, 32, 34	T Trace 15–16	V Verification 3, 5, 8, 10, 12, 14, 16, 19, 21, 23–25, 27, 30, 32, 34
V Versioning 4, 7–9, 11, 13, 15, 18–20, 22, 24, 26, 29–31, 33	W Workflows 3–4, 7, 9, 11–13, 15, 18, 20, 22, 24, 26, 29, 31, 33	

CLOSING DECISION RECORD

Close with one evidence-backed, reversible decision

The guide is complete when its reader can decide whether to proceed, narrow, remediate, contract a condition, hold, reject, or exit, and another person can understand why.

Assemble a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off. State the question, scope and exclusions, scenario or workflow, current baseline, canonical source snapshot, delivered manifest, customer configuration, corpus and method, results and failures, owner decisions, risks, operational and commercial conditions, evidence links, remedies, stop/exit and review triggers.

Run the final discipline: Pre-register the question, baseline, corpus boundary, invariants, metrics, failure/stop and sign-off; freeze configuration; run and retain every case; independently verify packets and calculations; cost remediation and production hardening; and issue a go/narrow/remediate/hold/stop recommendation.

Have evaluation sponsor, domain owner, proof lead, technical evaluator, data/source/policy owners, reviewers, security/risk, operations, procurement/commercial, supplier/partner and independent signatory sign only the boundaries they own. Record pass, conditional pass, gap, fail or unverifiable per proposition. Preserve dissent and raw evidence. A brochure can organise the decision; it cannot make the evidence true or take responsibility from the people who rely on it.

DECISION RECORD	proof-of-value-field-guide-decision	
QUESTION	design and run a proof that can fail honestly, answer the buyer's real question, and support a production decision.	BOUNDED
SOURCES	website copy + delivered material	CAPTURED
PROOF	corpus + failures + recovery	RUN
OWNERS	domain + technical + assurance	SIGNED
CONDITIONS	gaps + remedies + contract	DATED
DECISION	go / narrow / hold / stop / exit	RECORDED
The closing record remains useful after the presentation, release, team, supplier, or contract changes.		

GUIDE OUTPUT

Produce a proof dossier containing charter, data sheet, baseline, acceptance matrix, run log, manifests, outputs, packets, issue register, security/performance evidence, residual risks, commercial/operating conditions and sign-off.