JULY 12, 2026 / US RESIDENTIAL PROPTECH / ADU (ACCESSORY DWELLING UNIT) CONSTRUCTION AND HOME IMPROVEMENT

Backyard home reports

Before committing to a backyard home, a homeowner has no fast way to know whether their specific lot can legally support an ADU and whether the numbers work. Answering 'can I build, how big, where, what will it cost, and what rent will it return?' currently requires reading dense municipal zoning code, interpreting setback and lot-coverage rules, and getting a builder out for a site visit. This research takes days or weeks and gates the whole decision, so most curious homeowners stall and builders waste time qualifying leads that were never feasible.

Backyard home reports should be tested as a narrow first-win workflow for Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads.

HIGH DIFFICULTY

PER-REPORT FEE TO HOMEOWNERS (ROUGHLY $25-75), TIERED SUBSCRIPTIONS AND WHITE-LABEL/API ACCESS FOR BUILDERS AND ARCHITECTS, AND QUALIFIED LEAD REFERRAL FEES OR REVENUE SHARE FROM ADU DESIGN-BUILD FIRMS AND RENOVATION LENDERS

47/100

VALIDATION VERDICT / RETHINK

Validation is a weighted rubric, not a guarantee. Use the next validation step before building.

Confidence	52%
Lifecycle	Validating
Timing	37/100
Rubric	INAV-VALIDATION-2026-06-04

VALIDATING Window closing

Demand signal	**5.2/10**
Problem severity	**5.3/10**
Willingness to pay	**5/10**
Competitive saturation	**3.6/10**
Feasibility	**4/10**

VERDICT

Rethink · 47/100

Backyard home reports should be tested as a narrow first-win workflow for Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads.

THIS WEEK'S TEST

Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads.

KILL IT IF

Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.

READER DEMAND SIGNAL

Would you build this? Would you pay?

One tap each — anonymous, one vote per question per day. Tallies update as readers weigh in.

Would you build this?

Be the first to weigh in

Would you pay for this?

Be the first to weigh in

VISUAL OPPORTUNITY DASHBOARD

Read the idea like a product signal board.

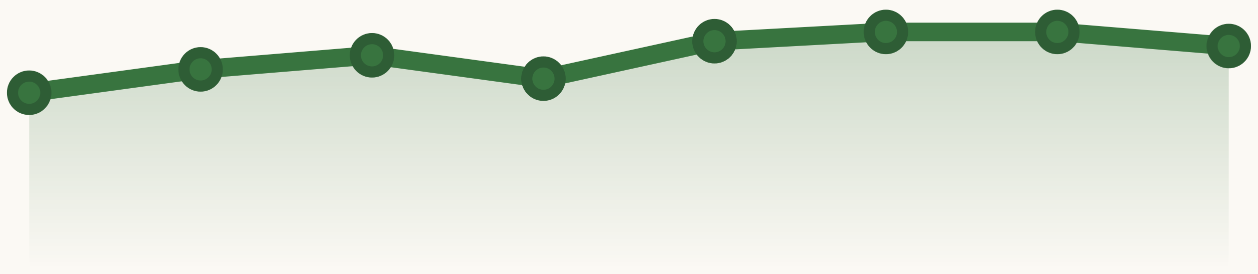
These visuals are generated from the report's existing scores. They make the decision path scannable without pretending to be live market data.

US RESIDENTIAL PROPTECH / ADU (ACCESSORY DWELLING UNIT) CONSTRUCTION AND HOME IMPROVEMENT

SIGNAL MODEL

Backyard home reports

Backyard home reports should be tested as a narrow first-win workflow for Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads.



VALIDATION

47/100

Rethink

CONFIDENCE

52%

Editorial confidence

SCORE AVG

5.5/10

Scorecard average

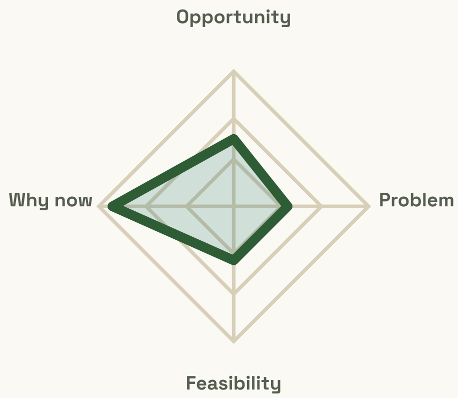
PROOF

5.8/10

Proof signal average

SCORE RADAR

Decision balance



VALUE EQUATION

Offer strength

DREAM OUTCOME 7/10

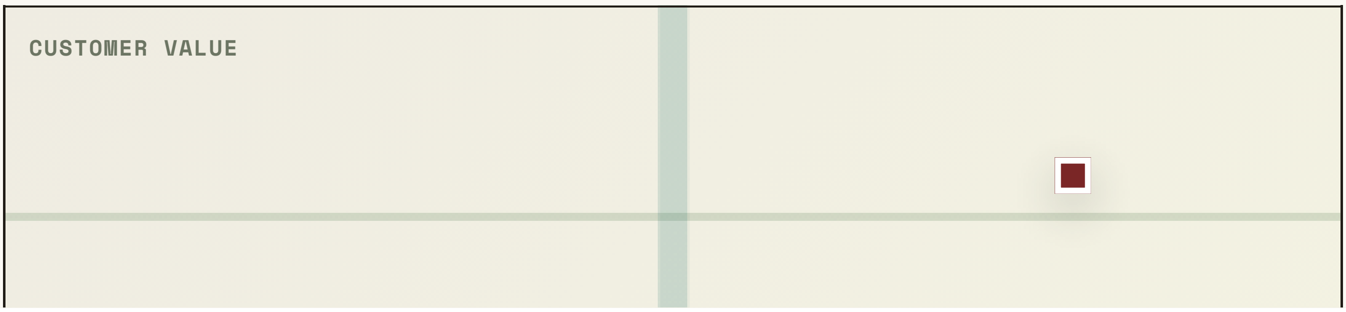
PERCEIVED LIKELIHOOD 6/10

TIME DELAY 4/10

EFFORT AND SACRIFICE 4/10

MARKET MAP

Novel but unproven



UNIQUENESS

High value plus high uniqueness deserves deeper research; lower uniqueness requires a clear distribution advantage.

VALIDATION FUNNEL

From pain to product.

1	**Buyer pain**	Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU d...	4.9/10
2	**Concierge proof**	Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a m...	5.8/10
3	**Paid wedge**	Concierge review or paid template	5.5/10
4	**Repeatable product**	Per-report fee to homeowners (roughly $25-75), tiered subscriptions and white-lab...	5.6/10

EVIDENCE HEATMAP

Signal intensity.

WHY NOW
4/10
Demand visibility

WHY NOW
4/10
Tooling readiness

WHY NOW
4/10
Budget clarity

WHY NOW
8/10
Competitive window

PAIN
4/10
Repeated workflow friction

MONEY
4/10
Budget hypothesis

URGENCY 5/10 Switching pressure	DISTRIBUTION 10/10 Reachable buyer language

LIFECYCLE TIMING

Validation window (37/100): enough signal exists to run the sprint, but the market has not clearly heated yet.

Deterministic stage assignment from re-check status, demand signals, complaint echo, and competitive saturation.

37/100

VALIDATING

This opportunity is still accumulating lifecycle evidence.

1 matched company signal raise saturation.

Demand

53/100

Not old enough for a 30-day re-check yet.

Saturation

54/100

1 funded signal across 4 matched competitor signals.

Complaint echo

22/100

Complaint and trend echoes carry the timing call until adoption data matches this wedge.

VALIDATION ENGINE

Evidence-backed idea-validation score.

The score uses a versioned 2026 rubric across demand, problem severity, willingness to pay, competitive saturation, and feasibility.

47/100

Rethink

Rethink is the current validation verdict: problem severity is the strongest signal, while competitive saturation is the main evidence gap to close before scaling the build.

Rubric version: INAV-VALIDATION-2026-06-04 / generated July 12, 2026

Demand signal

5.2/10

24% WEIGHT

Demand looks weak because the report has 5 source-backed signal(s), an editorial confidence of 52/100, and a defined buyer in US residential proptech / ADU (accessory dwelling unit) construction and home improvement.

- California enacted statewide ADU legalization beginning in 2016 and has progressively loosened lot-size, unit-size, and permit-approval restrictions, with further reforms continuing through 2024.
- Target buyer: Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads

Problem severity

5.3/10

22% WEIGHT

Problem severity is thin when the buyer pain, customer value, and dream-outcome scores are combined.

- Before committing to a backyard home, a homeowner has no fast way to know whether their specific lot can legally support an ADU and whether the numbers work. Answering 'can I build, how big, where, what will it cost, and what rent will it return?' currently requires reading dense municipal zoning code, interpreting setback and lot-coverage rules, and getting a builder out for a site visit. This research takes days or weeks and gates the whole decision, so most curious homeowners stall and builders waste time qualifying leads that were never feasible.
- California enacted statewide ADU legalization beginning in 2016 and has progressively loosened lot-size, unit-size, and permit-approval restrictions, with further reforms continuing through 2024.

Willingness to pay

5/10

20% WEIGHT

Willingness to pay is weak; the model has a monetization hypothesis, but it must still be proven through paid pilots or explicit pricing objections.

- Per-report fee to homeowners (roughly $25-75), tiered subscriptions and white-label/API access for builders and architects, and qualified lead referral fees or revenue share from ADU design-build firms and renovation lenders
- Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads.

Competitive saturation

3.6/10

18% WEIGHT

Competitive room is reduced by 3 recorded alternative(s); the wedge must stay narrow and differentiated.

- Recorded alternative: ADU Pilot — AI-powered ADU feasibility reports
- Competitive score rewards a narrow wedge, not absence of research.

Feasibility

4/10

16% WEIGHT

Feasibility is weak for a high build if the MVP is limited to the first measurable workflow.

- Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads.
- Zoning and ADU rules vary by jurisdiction and change frequently; keeping per-city rule sets accurate is costly and a wrong feasibility call carries reputational and possibly liability risk.

Next validation step

Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads.

VALIDATION SPRINT

Seven days to a build / kill decision.

Derived from this report's own validation test, channels, offers, and kill criteria.
Each day has a threshold, so the week ends in a decision instead of a feeling.

DAY 1

Build the buyer list

List 50-100 named homeowners exploring a backyard adu (primary buyers of one-off reports) and adu design-build firms, modular adu companies, and renovation lenders who buy reports or pay for qualified leads prospects from Community pain posts and Direct outreach — names, not categories.

Threshold: 50+ named, reachable buyers on the list.

DAY 2

Join the watering holes

Join and observe Reddit / forums, Launch communities, Review and alternative pages. Collect the exact words buyers use for this pain.

Threshold: 10+ verbatim pain quotes captured.

DAY 3

Send first outreach

Send the cold outreach template (below) to 15 buyers from the day-1 list, personalized with one detail each.

Threshold: 15 sent; 3+ replies of any kind.

DAY 4

Run buyer interviews

Hold 15-minute calls using the interview script (below). Listen for current workarounds and what they cost.

Threshold: 3+ completed interviews.

DAY 5

Run the report's validation test

Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home...

Threshold: Problem resonance: 5+ calls or 10+ detailed replies.

DAY 6

Make the smoke offer

Offer "Concierge review or paid template" at $19-$99 to every interviewed buyer. Manual delivery is fine — payment is the signal.

Threshold: 1+ pre-commitment (payment, signed LOI, or scheduled paid pilot).

DAY 7

Decide against the kill criteria

Score the week against this report's kill criteria, then take the stated next validation step: Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home...

Threshold: A written build / keep-testing / kill decision.

Pass signal

Pass: thresholds on days 3, 4, and 6 are met — proceed to the next validation step with real buyer language in hand.

Fail signal

Kill or rethink if the week confirms: Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.

RESEARCH WORKFLOW

Decision scorecard.

The report is structured to force a yes, no, or test decision instead of leaving the reader with a loose brainstorm.

Opportunity

5/10

PROMISING

Backyard home reports has an editorial confidence score of 52/100 before live buyer validation.

Problem

4/10

NEEDS PROOF

Before committing to a backyard home, a homeowner has no fast way to know whether their specific lot can legally support an ADU and whether the numbers work. Answering 'can I build, how big, where, what will it cost, and what rent will it return?' currently requires reading dense municipal zoning code, interpreting setback and lot-coverage rules, and getting a builder out for a site visit. This research takes days or weeks and gates the whole decision, so most curious homeowners stall and builders waste time qualifying leads that were never feasible.

Feasibility

4/10

NEEDS PROOF

A high build can work if the MVP stays limited to the first repeated workflow.

Why now

9/10

EXCEPTIONAL

California legalized ADUs statewide starting in 2016 and has loosened rules nearly every year since, and other states and cities are following. ADU permitting has surged, with Los Angeles County alone permitting over 45,000 ADUs in 2023 and ADUs now representing roughly one in five new housing units produced in California. A persistent US housing shortage estimated in the millions of units, plus mature parcel/zoning data and LLM-based code parsing, make instant per-address feasibility reports newly practical and timely.

MARKET AND MONEY

Business fit and offer ladder.

Revenue potential

$250K-$2M ARR potential if the wedge proves budget urgency and becomes a recurring workflow.

Execution difficulty

Execution is high; the main constraint is staying narrow enough for a first proof loop.

Go-to-market

Start with manual concierge output, direct outreach, and community proof before paid acquisition.

Founder fit

Best for an AI-assisted solo founder who can interview the buyer and ship a focused first version quickly.

1. Lead magnet

Backyard Home Reports checklist

Free

Helps Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads audit the painful workflow before buying software.

Capture qualified leads and learn the buyer's exact language.

2. Frontend offer

Concierge review or paid template

$19-$99

Delivers the first useful output manually before automation is trusted.

Validate urgency, workflow fit, and willingness to pay.

3. Core offer

Backyard home reports focused SaaS

$49-$499/month

Turns the recurring manual workflow into a repeatable product loop.

Create the recurring revenue product after the narrow wedge survives tests.

4. Continuity

Monitoring, benchmarks, and monthly reporting

$99-$1,000/year add-on

Keeps the buyer engaged with ongoing proof, saved time, or reduced risk.

Increase retention and make the product part of a routine.

5. Backend offer

Done-with-you setup, agency, or team rollout

Custom

Adds implementation help, integrations, and workflow migration.

Capture higher-value accounts once the productized wedge is proven.

ECONOMICS

Price-anchored revenue scenarios.

Derived from this report's "Core offer" offer-ladder stage ($49-$499/month). These are price-anchored scenarios, not market-size claims.

Proof

$490-$4,990 MRR

10 CUSTOMERS

Ten paying customers proves willingness to pay and funds continued validation.

Wedge

$2,450-$24,950 MRR

50 CUSTOMERS

Fifty customers in one niche makes the workflow the default in that circle and feeds referrals.

Vertical leader

$12,250-$124,750 MRR

250 CUSTOMERS

A few hundred accounts in one vertical is a real business before any horizontal expansion.

Break-even

At $49-$499/month, 1 customers cover the stated Local-first MVP budget: $0-$10K before paid acquisition. budget within a month; fewer if they land at the top of the range.

Sizing the buyer universe

Size the buyer universe in one day: count homeowners exploring a backyard adu (primary buyers of one-off reports) and adu design-build firms, modular adu companies, and renovation lenders who buy reports or pay for qualified leads reachable through the report's channels (directories, associations, communities) until the list stops growing — the test only needs the first 100 names, not a TAM estimate.

Pricing benchmark

3 adjacent products recorded (2 strong). Position the price against what homeowners exploring a backyard adu (primary buyers of one-off reports) and adu design-build firms, modular adu companies, and renovation lenders who buy reports or pay for qualified leads already pays in time or tooling, and verify each named alternative's public pricing during the sprint.

EVIDENCE

Why now and proof signals.

Why now

4/10

Demand visibility

California enacted statewide ADU legalization beginning in 2016 and has progressively loosened lot-size, unit-size, and permit-approval restrictions, with further reforms continuing through 2024.

Build only if the complaint repeats across interviews, posts, or existing workflow artifacts. `cayimby.org`

4/10

Tooling readiness

AI-assisted product work and managed infrastructure reduce the first-version cost.

The first release should automate one high-friction step rather than become a broad platform. `hcd.ca.gov`

4/10

Budget clarity

Per-report fee to homeowners (roughly $25-75), tiered subscriptions and white-label/API access for builders and architects, and qualified lead referral fees or revenue share from ADU design-build firms and renovation lenders

Ask for money during validation before building the full workflow. `cayimby.org`

8/10

Competitive window

The wedge is specific enough to test without claiming the whole market.

Position around one buyer and one measurable first-win outcome. `cayimby.org`

Proof signals

4/10

Pain: Repeated workflow friction

California enacted statewide ADU legalization beginning in 2016 and has progressively loosened lot-size, unit-size, and permit-approval restrictions, with further reforms continuing through 2024.
`cayimby.org`

4/10

Money: Budget hypothesis

Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads is the first group to test because the monetization path is: Per-report fee to homeowners (roughly $25-75), tiered subscriptions and white-label/API access for builders and architects, and qualified lead referral fees or revenue share from ADU design-build firms and renovation lenders `cayimby.org`

5/10

Urgency: Switching pressure

Urgency becomes real only if the current workaround costs time, risk, money, or reputation every week. `hcd.ca.gov`

10/10

Distribution: Reachable buyer language

The first channel should be whichever source lane already contains the buyer's vocabulary. `cayimby.org`

POSITIONING

Market gaps and execution plan.

Underserved segments

- Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads who still run the workflow in spreadsheets, generic docs, email, or chat threads.
- Small teams in US residential proptech / ADU (accessory dwelling unit) construction and home improvement that feel the pain weekly but are too narrow for broad incumbents.
- New adopters who need guided proof before committing to a larger platform.

Feature gaps

- A narrow workflow that reaches value without configuration-heavy onboarding.
- A buyer-facing proof artifact that shows time saved, risk reduced, or communication improved.
- A handoff path from manual concierge service to repeatable software.

Differentiation levers

- Use specificity as the wedge: one buyer, one workflow, one measurable result.
- Show proof earlier than broad competitors with before-and-after examples and small pilot data.
- Keep implementation lighter than incumbent suites or generic AI assistants.

Execution snapshot

Type	**Two-sided marketplace**
Timeline	**8-12 weeks**
Budget	**Local-first MVP budget: $0-$10K before paid acquisition.**
Initial offer	**Concierge review or paid template**

Build only the first-win workflow for ”Backyard home reports” and keep research, setup, and exceptions manual until the wedge is proven.

Weekly

Community pain posts

Use communities and forums where Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads already describe the painful workflow.

Problem teardown, interview ask, and short demo clip / 5 qualified calls or 10 detailed replies in 7 days

Daily during validation

Direct outreach

Direct conversations are the fastest way to verify budget ownership and switching cost.

Concierge pilot offer with a manually prepared sample / 3 paid pilots, LOIs, or budget-owner follow-ups

Bi-weekly

Searchable comparison content

Alternative and comparison pages reveal objections, pricing language, and buying intent.

Before-and-after page or alternatives memo for the exact workflow / Organic clicks, booked demos, or waitlist joins from comparison intent

Once MVP is clickable

Launch directory

Launches test whether the promise is legible to people outside the first interview set.

Single-purpose demo and first-win story / 25% demo completion or 10 waitlist joins

COMPETITIVE LANDSCAPE

Alternatives, incumbents, and whitespace.

This section names likely workarounds and public players so the report can argue where the wedge is still open.

Backyard home reports should be positioned against generic AI assistants, no-code workarounds, and any vertical incumbent that already owns US residential proptech / ADU (accessory dwelling unit) construction and home improvement. The opening is a narrower first-win workflow for Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads.

DIRECT

ADU Pilot — AI-powered ADU feasibility reports

direct competitor product

ADU Pilot generates per-address AI feasibility reports covering zoning, setbacks, buildable area, cost breakdowns, ROI projections, and permit risk, selling individual reports to homeowners at about $25 plus a professional tier for builders, which is almost exactly this candidate's offering.

DIRECT

Site Plan Creator — ADU Feasibility Software & Zoning Tool

competitor product (builder-focused)

Site Plan Creator auto-pulls parcel boundaries, zoning, setbacks, footprints, and elevation for any US address and lets users test ADU placement for compliance, overlapping heavily on the feasibility engine but targeting builders and on-site bidding rather than homeowner ROI reports.

ADJACENT

ADUscale Reality Check — free California ADU feasibility check

competitor product (homeowner free tool)

ADUscale offers a free two-minute per-address check that runs a California lot against state ADU law and local rules, returning allowed types, max size, a cost band, and a risk register, competing on the homeowner-facing feasibility step though without a full paid ROI report.

WORKAROUND

Asana

Project management

Competes where the buyer can express the workflow as tasks, owners, and due dates.

WORKAROUND

Notion

Workspace and documentation

Competes when buyers can solve the pain with templates, checklists, and shared pages.

DIRECT

Clio

Legal practice management

Relevant to legal operations, records, intake, and compliance workflows.

Whitespace

- A narrow workflow that reaches value without configuration-heavy onboarding.
- A buyer-facing proof artifact that shows time saved, risk reduced, or communication improved.
- A handoff path from manual concierge service to repeatable software.
- Use specificity as the wedge: one buyer, one workflow, one measurable result.
- Show proof earlier than broad competitors with before-and-after examples and small pilot data.
- Keep implementation lighter than incumbent suites or generic AI assistants.
- Own the specific buyer workflow instead of selling a broad AI assistant.

Positioning moves

- Lead with the exact buyer: Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads.
- Show a proof artifact for: Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads.
- Name the generic-assistant workaround directly and explain what it misses.
- Offer concierge setup before promising a full platform.

Public source

ADU Pilot

https://www.adupilot.com/

Public source

Site Plan Creator

https://www.siteplancreator.com/adu-feasibility-software

Public source

ADUscale

https://www.aduscale.com/reality-check/

Public source

Asana

https://asana.com/

Public source

Notion

https://www.notion.com/

Public source

Clio

https://www.clio.com/

Public source

Report source

https://cayimby.org/reports/california-adu-reform-a-retrospective/

Public source

Report source

https://www.hcd.ca.gov/sites/default/files/docs/policy-and-research/adu-handbook-update.pdf

Who’s already moving in Property

Public companies and funding signals the intelligence graph links to this vertical (related by keyword overlap — sized players, not direct competitors). Source: /graph.json .

PROPERTY MANAGEMENT SOFTWARE

IPO 2015

AppFolio

Property management platform for landlords, property managers, and HOAs covering leasing, maintenance, and tenant communication.

Public · 2015-06-26

AUDIENCE COMPANION

Segments, channels, and intent language.

The companion is also published as a standalone HTML page and Markdown file for research handoff.

Primary audience

Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads is the first audience because the report already names a repeated pain, reachable channels, and a validation test that can be run before software is complete.

BACKYARD WORKFLOW | HOME VALIDATION | BACKYARD AI | HOME AUTOMATION | PROPTECH | ADU | REAL-ESTATE | ZONING

First validation channels

- **Reddit / forums:** Post a problem teardown for US residential proptech / ADU (accessory dwelling unit) construction and home improvement and ask how people solve it today.
- **Launch communities:** Ship a narrow demo and watch which promise gets clicks.
- **Review and alternative pages:** Write an alternatives page that owns one narrow use case.
- **Community pain posts:** Problem teardown, interview ask, and short demo clip

TIME TO EXECUTE

Execution-readiness scorecard.

The score turns the report into bottlenecks, accelerators, and a dated first-month launch plan.

40/100

Research first

Backyard home reports scores 40/100 for execution readiness. The recommended next step is Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads.

Execution scorecard is generated from report validation, confidence, feasibility, founder fit, and difficulty.

Bottlenecks

- Zoning and ADU rules vary by jurisdiction and change frequently; keeping per-city rule sets accurate is costly and a wrong feasibility call carries reputational and possibly liability risk.
- Established competitors (ADU Pilot, Site Plan Creator, ADUscale, Haven) already cover homeowner and builder segments, so differentiation and customer acquisition will be hard.
- Build-cost and rental-income projections depend on local data that is noisy; inaccurate ROI estimates erode trust and can mislead homeowners' financial decisions.
- Homeowner reports are a one-time low-value purchase, so unit economics likely depend on the harder-to-win builder/lender lead-gen channel.
- A broad AI assistant can flatten differentiation unless the wedge is painfully specific.

First milestones

- 2026-07-16: Frame the wedge
- 2026-07-19: Interview 10 people who match the buyer persona.
- 2026-07-23: Ship a clickable demo or concierge workflow that produces the first useful artifact.
- 2026-07-30: Run one paid pilot or collect explicit pricing objections before automating the rest.

FRAMEWORKS

Value equation, matrix, and ACP.

FOUNDER LENS

Fit, roast, and kill criteria.

6/10

Founder fit

A solo or AI-assisted founder with direct access to Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads.

ADVANTAGES

- Can talk to the buyer before writing much code.
- Can ship a narrow first-win demo quickly.
- Can use local-first research artifacts to keep validation moving without a large team.

GAPS

- Needs real buyer access, not only desk research.
- Needs proof of budget or repeated urgency.
- Needs a crisp wedge before broad product work starts.

Roast

Interesting hypothesis, but it needs sharper demand evidence before build time.

BLIND SPOTS

- Zoning and ADU rules vary by jurisdiction and change frequently; keeping per-city rule sets accurate is costly and a wrong feasibility call carries reputational and possibly liability risk.
- A broad AI assistant can flatten differentiation unless the wedge is painfully specific.
- The first release can become a generic dashboard if the job is not named tightly.

HARD QUESTIONS

- Who wakes up already trying to solve this?
- What do they stop paying for or stop doing when this works?
- What proof would make a skeptical buyer trust it in one screen?
- What is the smallest paid version of this idea?

Kill criteria

- Fewer than five qualified buyers agree to discuss the workflow after targeted outreach.
- No buyer can name a current cost in time, money, risk, or reputation.
- The first demo does not produce a clear next step, paid pilot, or specific objection.

Next actions

- Write the one-sentence promise and test it in the strongest channel.
- Create the lead magnet and use it to recruit interviews.
- Build the smallest demo that proves the first win.

ACTION SUITE

Move from reading to testing.

Local-first handoff cards copy prompts or structured data without requiring an account.

BUILD THIS IDEA

Copy the focused build brief for a coding agent.

COPY

ROAST

Copy the critique lens and blind spots before committing time.

COPY

LANDING PAGE

Copy a landing-page brief based on buyer, pain, and validation.

COPY

BRAND PACKAGE

Copy positioning inputs for naming, messaging, and design direction.

COPY

AD CREATIVES

Copy campaign angles for buyer-problem validation.

COPY

EXPORT DATA

Copy structured JSON for a research engine, roadmap tracker, or another agent.

COPY

FOUNDER FIT

Copy the founder-fit self-check before entering build mode.

COPY

FIRST CONTACT KIT

Outreach template and interview script.

Built from this report's buyer, pain language, and channels. Personalize one detail per message — these are starting points, not spam ammunition.

Cold outreach message

QUESTION ABOUT BACKYARD WORKFLOW

HOW ARE YOU HANDLING BEFORE COMMITTING TO A BACKYARD HOME, A HOMEOWNER HAS NO FA...

15 MINUTES ON A US RESIDENTIAL PROPTECH / ADU (ACCESSORY DWELLING UNIT) CONSTRUCTION AND HOME IMPROVEMENT WORKFLOW?

Hi {{firstName}},

I'm researching how homeowners exploring a backyard adu (primary buyers of one-off reports) and adu design-build firms, modular adu companies, and renovation lenders who buy reports or pay for qualified leads handle this today: Before committing to a backyard home, a homeowner has no fast way to know whether their specific lot can legally support an ADU and whether...

I'm not selling anything yet — I'm testing whether "Backyard home reports" is worth building, and I'd rather learn from people living the workflow than guess.

Would you trade 15 minutes for first access (and a say in what gets built) if it goes ahead?

{{yourName}}

COPY MESSAGE

Buyer interview script

1. Walk me through the last time this happened: Before committing to a backyard home, a homeowner has no fast way to know whether their specific lot can legally suppor... What did you actually do?

2. What does that workaround cost you — in hours, money, or risk — in a normal month?

3. What have you already tried or bought to fix it, and why didn't it stick?

4. If "A web app where a homeowner enters their property address and pays for a homeowner-ready PDF report..." existed, what would have to be true for you to switch in the first week?

5. Who else feels this worse than you do — and would you introduce me?

WHERE TO SEND IT

- Community pain posts — Problem teardown, interview ask, and short demo clip
- Direct outreach — Concierge pilot offer with a manually prepared sample
- Searchable comparison content — Before-and-after page or alternatives memo for the exact workflow
- Reddit / forums — Post a problem teardown for US residential proptech / ADU (accessory dwelling unit) construction and home improvement and ask how people solve it today.
- Launch communities — Ship a narrow demo and watch which promise gets clicks.

HANDOFF

Build and review prompts.

Build prompt

Build a narrow MVP for "Backyard home reports" for Homeowners exploring a backyard ADU (primary buyers of one-off reports) and ADU design-build firms, modular ADU companies, and renovation lenders who buy reports or pay for qualified leads. Preserve the evidence, build only the first-win workflow, include source links, and treat Pick one ADU-friendly metro (e.g. a Los Angeles or Bay Area county) and build a manual concierge MVP: a simple landing page offering an 'instant backyard home feasibility + ROI report' for a fixed price. Drive traffic via local search and ADU community groups, and fulfill the first 25 paid orders by hand-researching each parcel. Measure conversion to paid, willingness to pay, and how many buyers click through to request a builder introduction, then approach 3-5 local ADU builders to confirm they will pay for those qualified leads. as the first acceptance gate.

Review prompt

Review the "Backyard home reports" MVP for over-breadth, unsupported claims, weak buyer proof, privacy risk, and missing validation instrumentation. Do not approve expansion until the kill criteria and success metrics are measurable.

policy report / cayimby.org

California ADU Reform: A Retrospective

California YIMBY's retrospective documents how statewide ADU legalization beginning in 2016 triggered a building boom, with permitting rising 42-76 percent in most years and ADUs becoming roughly one in five new housing units produced in the state by 2022.

government / housing agency / hcd.ca.gov

California HCD Accessory Dwelling Unit Handbook

The California Department of Housing and Community Development's official ADU handbook details statewide ADU rules including size limits, setback requirements, and approval timelines, the exact regulatory data a per-address feasibility report would need to encode.

financial research / housing data / freddiemac.com

Housing Supply: Still Undersupplied by Millions of Units

Freddie Mac research estimates the US housing market remained undersupplied by roughly 3.7 million units through Q3 2024, underscoring sustained structural demand for incremental housing such as backyard ADUs.

industry / planning reference / planning.org

Accessory Dwelling Units — American Planning Association

The American Planning Association's knowledge base defines ADUs (internal, attached, and detached) and explains how local zoning controls like lot coverage, setbacks, and floor-area ratio govern whether and where an ADU can be built on a given parcel.

PIVOT MAP

If this exact wedge isn’t yours, these are adjacent.

Derived deterministically from this report's buyers, vertical language, and business model.

Same problem, different buyer: Budget owner who feels the operational cost of the broken workflow.

The workflow pain in this report is not exclusive to homeowners exploring a backyard adu (primary buyers of one-off reports) and adu design-build firms, modular adu companies, and renovation lenders who buy reports or pay for qualified leads. Budget owner who feels the operational cost of the broken workflow. faces the same friction with their own budget and urgency.

First test: Re-run day 3 of the sprint (15 outreach messages) against this buyer only, and compare reply rates before changing anything else.

Same workflow, adjacent vertical: Construction & Field Trades

This report’s language already overlaps Construction & Field Trades (contractors). The same first-win workflow usually transfers with new vocabulary and one changed integration.

First test: Rewrite the one-line promise for a Field Trades buyer and test it in that vertical’s channels before building anything new.

Open that vertical’s brief

Same wedge, alternate model: a productized service (fixed-price, done-for-you delivery)

This report monetizes via ”Per-report fee to homeowners (roughly $25-75), tiered subscriptions and white-label/API access for builders and architects, and qualified lead referral fees or revenue share from ADU design-build firms and renovation lenders”. Concierge delivery validates willingness to pay before any software exists and earns the workflow knowledge the product needs.

First test: Offer both versions on day 6 of the sprint and let the first pre-commitment choose the model.

CONNECTIONS

Where this report sits in the intelligence graph.

Links from the ontology layer. Declared links are explicit in the research record; inferred links are keyword overlap and labeled as such. Full graph at /graph.json.

EVIDENCE INDEPENDENCE 89/100

4 source domains, 16 evidence edges. Dominant family: federalregister.gov. Audit all provenance .

Complaint evidence

- Reliability and performance failures — keyword overlap (time, work)

Adjacent verticals

- Construction & Field Trades
- Government & Public Sector

IN THIS VERTICAL

Real Estate & Property

Ranked 2 of 2 by validation score among published Real Estate & Property reports.

VALIDATE · 71/100

Vendor insurance certificate tracker for property managers

Property operations

OPEN REPORT

FULL NARRATIVE