The Four Rights Funding Gate

A one-page decision matrix for consulting platforms, agents and productised advisory offers.

Do not approve a platform budget when a right essential to the economics lacks a preserving mechanism and a named owner.

Right	Control question	Require before funding
Distribution	Where will the client discover, invoke and combine the capability?	A chosen environment and a contract or product decision preserving direct-client access, ranking or bundling where the economics require it.
Client context	Which data, permissions, workflow state and decision history make the answer valuable?	The minimum context, lawful basis, integration pattern and data boundaries the client will accept.
Improvement	What corrections, outcomes, edge cases and usage evidence return to the firm?	Client-authorised feedback, evaluation results, outcome evidence or privacy-preserving telemetry designed into the offer.
Accountable endorsement	Who will say that an output is good enough for the decision being made?	Defined machine-generated, reviewed and institutionally endorsed states, with expert review priced where endorsement is the product.

The funding gate

1. **Which rights create the business?** Name the rights required by this specific revenue model.
2. **Why will the client grant them?** Identify the assurance, adaptation, integration, accountability or cost advantage exchanged for each right.
3. **What revenue are we willing to shrink?** State which traditional work declines, what replaces it and when.
4. **What survives outside our interface?** Identify the right retained when the client or technology provider controls the environment.