FOUNDER RESOURCE

THE MACHINE DOESN'T OWE YOU A SEAT SEASON 1

AI EXPOSURE SCORECARD

Five Layers You Can Own

This scorecard does two things. First it lays out the five layers a founder can own that AI cannot commoditize. Then it gives you one question per layer and a score out of 10, so you know exactly where you stand today. No layer is binary. Every one of them can be built. Your score tells you which one to move on first.

PRINTABLE EDITION

WHAT THIS IS	Five layers you can own, and a score that shows where you stand on each.
WHO IT'S FOR	Founders with talent but not yet the room.
HOW TO USE IT	Read the layers. Score yourself. Know your exposure.

THE CONTEXT IN THREE SENTENCES

Companion resource to *The Machine Doesn't Owe You a Seat*, a three-part series on AI displacement, who controls the infrastructure, and where founders build before the window closes.

AI is not coming for the jobs people expect. It is coming for cognitive, expert and creative work, the exact roles that credentials and experience were supposed to protect. The most exposed are capable founders outside the rooms where capital, distribution and networks concentrate, and they own almost none of the upside of the machines being built.

But the same shift that creates the displacement creates an opening. The tools to run an AI-native business now cost a fraction of the team they replace. The trust premium on real human community is rising as synthetic content floods every channel. And the founders who understand which layers AI cannot replicate, and build those layers now, will hold structural leverage that compounds for a decade.

The five layers that follow are those layers. Every layer you move from Exposed to Building, or from Building to Strong, changes your position in the AI economy. Own all five and the machine works for you.

> THE CORE ARGUMENT OF THE SERIES
>
> **The machine doesn't owe you a seat. But the window to build your own is open right now, and it doesn't stay open. The five layers tell you what to build. Your score tells you what to build first.**

LAYER 01

AUDIENCE YOU CAN REACH DIRECTLY

An owned channel, such as an email list, SMS, a newsletter or a community, where you can reach your audience without a platform deciding whether they see it. Not followers. Not connections. Direct access.

RENTED

You post and hope the algorithm shows it. Your reach depends on someone else's terms of service.

OWNED

You publish and your audience sees it because they chose to receive it, not because an algorithm served it.

SCORING QUESTION

How many people on your list can you reach right now, independently of any platform, without paying for distribution?

STRONG · 2	1,000 or more direct subscribers you own.
BUILDING · 1	100 to 999.
EXPOSED · 0	Under 100, or no owned channel.

YOUR ANSWER

YOUR RATING

☐ Strong (2) ☐ Building (1) ☐ Exposed (0)

LAYER 02

A METHOD OR FRAMEWORK YOU'VE NAMED

A documented, named approach to a specific problem: your process, your diagnostic, your framework. Something that exists as intellectual property, not just as a service you sell.

RENTED

You deliver good work but the method lives in your head. Anyone with the same tools can replicate what you do.

OWNED

You have a named method clients reference by name. It's documented. It differentiates you from anyone using the same tools.

SCORING QUESTION

Do you have a named, documented framework or process that you own and that clients or peers reference specifically?

STRONG · 2	Named, documented, referenced by others.
BUILDING · 1	Exists but not yet documented or named.
EXPOSED · 0	No distinct method.

YOUR ANSWER

YOUR RATING

☐ Strong (2) ☐ Building (1) ☐ Exposed (0)

LAYER 03

TRUSTED COMMUNITY AT RELATIONSHIP DEPTH

A network of people who know you at relationship depth, not just connections. People who would vouch for you, refer you, collaborate with you, or open a door without needing a full pitch.

RENTED

You have a large network of weak ties. Volume without depth. Nobody moves for you because nobody knows you well enough.

OWNED

You have a core group of 20 to 50 people who know your work deeply and would move on your behalf without prompting.

SCORING QUESTION

How many people in your network would refer you unprompted, make an introduction without asking, or open a door this week?

STRONG · 2	20 or more deep relationships actively working for you.
BUILDING · 1	5 to 19.
EXPOSED · 0	Fewer than 5, or the relationships are transactional.

YOUR ANSWER

YOUR RATING

☐ Strong (2) ☐ Building (1) ☐ Exposed (0)

LAYER 04

PROPRIETARY DATA OR INSIGHT

Information, patterns or signals you have access to that are not publicly available. This could be client outcome data, community-level intelligence, a niche database, or recurring research nobody else is doing.

RENTED

Your analysis and advice are built entirely on publicly available information. A well-prompted AI can replicate your research in minutes.

OWNED

You know things others don't because you've built systems that generate private signal. That signal makes your judgment more valuable than anyone who only uses public information.

SCORING QUESTION

Do you have access to data, patterns or insights that are not publicly available, that you've generated through your own work or systems?

STRONG · 2	Proprietary data that actively informs your output.
BUILDING · 1	Some private signal, not yet systematized.
EXPOSED · 0	Working entirely from public sources.

YOUR ANSWER

YOUR RATING

☐ Strong (2) ☐ Building (1) ☐ Exposed (0)

LAYER 05

A POSITIONED CULTURAL IDENTITY

A clear, specific cultural positioning that attracts the right people before they know what you sell. Not a niche. An identity: a worldview, a standard, a way of operating that people recognize and self-select into.

RENTED

You are credentialed and competent but generic. People respect your work but couldn't say in one sentence what you stand for or who you're for.

OWNED

People say "I need to talk to you" before you've pitched anything. Your positioning does the pre-qualification. You are known for something specific.

SCORING QUESTION

If someone who'd never met you looked at your public presence for 60 seconds, could they tell exactly who you serve and what you believe about how they should operate?

STRONG · 2	A clear identity that pre-qualifies leads and repels the wrong ones.
BUILDING · 1	Identity exists but is not yet sharp or consistently communicated.
EXPOSED · 0	Generic positioning.

YOUR ANSWER

YOUR RATING

☐ Strong (2) ☐ Building (1) ☐ Exposed (0)

Score each layer as you go. Your Window Score on the next page adds them up.

YOUR WINDOW SCORE

Score each of the five layers using the questions in Section II. Strong scores 2, Building scores 1, Exposed scores 0, for a total out of 10. This is not a grade. It shows where you stand. Every Exposed rating is a layer that needs attention before the window closes further.

LAYER	YOUR RATING	SCORE
01 Audience You Can Reach Directly		
02 A Method or Framework You've Named		
03 Trusted Community at Relationship Depth		
04 Proprietary Data or Insight		
05 A Positioned Cultural Identity		
TOTAL		**/ 10**

READING YOUR SCORE

8 to 10 — You have meaningful structural leverage. The priority now is deepening what you have and connecting the layers so they compound together.

4 to 7 — You're building. You have a foundation and exposed flanks. Pick the one Building or Exposed layer closest to flipping and move on it within the next 90 days.

0 to 3 — The window is open but you're exposed. This is not a crisis. It is a starting point. Start with Layer 01, because an owned audience compounds everything else.

WHY LAYER 01 COMES FIRST

An owned audience of even 500 direct subscribers changes your distribution leverage more than any other single investment. Everything else compounds faster once you have direct reach.

For self-reflection only. Not business, legal or financial advice.

MASTERGRIND ORIGINALS

THE MACHINE DOESN'T OWE YOU A SEAT

A three-part Mastergrind Originals series. This scorecard is its companion resource.

YOUR NEXT MOVE

1. Take the move your score points to and make it within 90 days.
2. For what to build with, the Founder Infrastructure Map.
   mastergrind.network/infrastructure-map
3. Start with *Own The Room, Don't Rent The Feed*, free in Streams.
   mastergrind.network/streams/own-the-room-dont-rent-the-feed

MASTERGRIND

GET ACTIVATED.
STAY ACTIVATED.