

Make the Capability Rentable

Sources and Notes

Book 4 of Rentable Expertise by Alex Tran

Use this companion to trace the toolkit to the book, check the limits of each exercise, and keep a record of the evidence behind your own decision.

Primary source and scope

Alex Tran, Make the Capability Rentable, published edition. The chapter map on the following pages identifies the basis for each worksheet. Worksheet prompts and the fictional example are companion adaptations, not quotations or a chapter by chapter reproduction.

[Official book page](#)

This document is a chapter guide and a selection of further reading. It does not claim to reproduce the original book bibliography or to prove that a particular product, arrangement, or plan is suitable.

Selected further reading

[NIST Artificial Intelligence Risk Management Framework](#)

Further reading on organizing AI risk management and evaluating trustworthiness in context. It does not certify a provider or establish that a particular capability is ready to deploy.

[NIST Privacy Framework](#)

Further reading on identifying and managing privacy risk. Use it to deepen questions about data use and responsibility; it does not settle the rights or permission for an individual record.

Further reading links checked October 19, 2026. Check the current edition and context before relying on an external source. Separate what a source says from your interpretation and the action you choose.

Chapter references and application notes

01 Find the valuable capability

Chapters 1 to 3. Identify an outcome your company can produce and the evidence that makes it valuable.

Hidden capability is not necessarily valuable capability. Start with the outcome and its evidence, not a package you want to sell.

02 Separate the offer from the core

Chapters 4 to 7. Distinguish what travels to a buyer from the foundation that stays with the supplier.

A portable package can depend on a larger operating system. Keep insight or output access distinct from access to the underlying database or method.

03 Make the internal investment case

Chapters 8. Evaluate the internal capability before assigning value to a future external business.

Economic consequence comes before spreadsheet precision. Use scenarios, ranges, and explicit uncertainty appropriate to the commitment.

04 Make the second investment case

Chapters 9. Decide whether selling access deserves fresh capital and attention on its own merits.

The internal investment does not justify the external business. Include the opportunity cost and the burden on the company that created the capability.

05 Price the complete delivery

Chapters 10 and 13. Expose the work hidden behind a clean demonstration and a simple price.

The customer relies on a working capability over time. Include change, maintenance, and failure response in the economics.

Chapter references and application notes

06 Bound authority and consequence

Chapters 11 to 13. Specify the permission and evidence required before another organization relies on the capability.

Capability does not create authority. A sale also creates reliance, so the boundary must remain workable after the initial demonstration.

07 Describe the commercial object

Chapters 14 and 15. Give buyer and supplier a shared description of what the transaction includes.

This is a business scoping worksheet, not contract language. Qualified commercial and legal reviewers must settle the actual rights and obligations.

08 Design an intelligible ending

Chapters 16 and 17. Make the relationship end safely while preserving the agreed boundaries on both sides.

Buyer survivability and supplier retained core both matter. A repeatable deal should reduce avoidable reinvention without concealing consequential exceptions.

09 Set learning permissions

Chapters 18 to 21. Record what may be learned, kept, and reused instead of treating every improvement as automatically available.

Learning can change prompts, tests, workflows, software, or people without changing model weights. An artifact is not itself a right to reuse it.

10 Review the offer over time

Chapters 22 to 24 and conclusion. Decide whether the capability still deserves investment and external supply.

A capability can become easier to build or substitute. Portfolio visibility should expose allocation and concentration without taking operating ownership away from the people closest to the work.

Decision evidence record

Use a copy for each consequential claim. Keep source material and personal information in a location you are authorized to use.

- 1. Decision and worksheet this evidence informs**
- 2. Claim and precise source location or link**
- 3. Source date and date checked**
- 4. What the source supports and under which conditions**
- 5. Uncertainty missing evidence or conflicting information**
- 6. Your interpretation and proposed action**
- 7. Reviewer and next review date or trigger**