



SAGENTIX
Advisors

DIY vs Professional GTM

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September 2026

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Table of Contents

1.0 The Comparison at a Glance

2.0 What a Course Teaches You vs. What You Actually Need

2.1 What courses cover well:

2.2 What courses cannot provide:

3.0 The Integration Gap

3.1 What AI tools can do well:

3.2 What AI tools cannot do:

3.3 The test:

4.0 The VP Hire Alternative

5.0 The Founder Time Trap

5.1 Typical DIY timeline:

5.2 Sagentix timeline:

6.0 The Real ROI Calculation

6.1 Scenario: Founder at \$2M ARR company

6.2 ROI calculation:

6.3 The bottom line:

7.0 The Quality Gap: What Top-Tier Firms Deliver vs. DIY Output

8.0 Phase 1 Guarantee — Zero Risk to Start



Version History

Version	Date	Author	Changes
1.0	September 10, 2026	Sagentix Advisors	Initial release

Update this table with each revision. Retain all prior versions for audit trail.



The Evidence Gap: DIY vs. Professional GTM Strategy

Why "doing it yourself" costs \$106K-\$292K more than you think

1.0 The Comparison at a Glance

Dimension	DIY / Courses / AI Tools	Sagentix GTM Advisory
Time to complete	3-6 months (if ever finished)	2-8 weeks depending on tier (contractual delivery)
Founder time invested	300+ hours	10-15 hours (review + feedback)
Opportunity cost	\$106K-\$292K (founder time + delayed revenue)	\$0 (you stay focused on product)
Market data source	Google searches, AI-generated estimates	Analysis grounded in licensed industry-intelligence subscriptions, plus 513 peer-reviewed research briefs held in the library
TAM/SAM/SOM accuracy	Unverifiable estimates	Page-referenced industry data with APA 7th provenance
Citation standard	None	APA 7th Edition — 568 evidence tables with page-level provenance
Competitive analysis depth	Surface-level web research	Porter's Five Forces + battle cards + strategy canvas
Deliverable quality	Founder-designed, inconsistent	research-grade branded (PDF, PPTX, DOCX) passing 18-check quality audit
Investor readiness	"We think the market is big"	"94,900 Canadian consulting establishments share roughly C\$25B in revenue" — with the source profile, section, and retrieval date named
Phases covered	1-3 (if lucky)	Up to 10 phases (complete revenue engine)
Quality assurance	Self-review	Automated 18-check research-grade quality gate
IP artifacts available	0	1,414 (57 frameworks, 243 papers, 568 evidence tables, 32 meta-prompts, 38 skeletons)
Cross-phase consistency	None (disconnected outputs)	Every number traceable across all 10 phases



Dimension	DIY / Courses / AI Tools	Sagentix GTM Advisory
Total cost	"Free" + \$500-\$2K for courses	CA\$4,500 to CA\$45,000
True cost (including time)	\$106K-\$292K+	CA\$4,500 to CA\$45,000



2.0 What a Course Teaches You vs. What You Actually Need

2.1 What courses cover well:

- GTM theory and frameworks (concepts)
- General best practices (rules of thumb)
- Motivational case studies (inspiration)
- Networking with other founders (community)

2.2 What courses cannot provide:

- **Your specific market data** — 134 industry profiles tailored to your exact industry segments, with revenue, CAGR, concentration, and competitive dynamics
 - **Your specific competitive positioning** — 12 differentiators (D1-D12) ranked by defensibility with strategy canvas
 - **Your specific value proposition** — 15 JTBD per vertical with gain-type tags, VPC overlay, and Three Kinds of Fit assessment
 - **Your specific messaging** — 4-Part architecture with Message House, vertical playbooks, and GenAI brand prompts
 - **Your specific pricing** — Value-based 3-tier model with TCO comparison showing 4-19x advantage and competitive benchmarking
 - **Your specific sales scripts** — Hybrid SPIN/MEDDPICC methodology with vertical-tailored conversation flows
 - **Your specific business model** — BMC canvas with unit economics, 3-scenario projections, and 5-layer moat assessment
 - **Professional deliverables** — Investor/board-ready documents passing 18-check research-grade audit
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3.0 The Integration Gap

3.1 What AI tools can do well:

- Generate plausible first drafts and brainstorm ideas
- Search the web for publicly available data points
- Create outlines and framings quickly

3.2 What AI tools cannot do:

- Access paywalled industry databases (\$40K+/year subscription; 134 industry profiles in the library)
- Cross-reference findings across a 10-phase integrated strategy where TAM feeds value proposition, which feeds messaging, which feeds pricing, which feeds sales scripts, which feeds business model
- Produce 568 evidence tables with page-level provenance from 1,414 curated consulting IP artifacts built over 25+ years
- Draw from 480 peer-reviewed papers (Harvard Business Review, MIT Sloan, Industrial Marketing Management) and 15 foundational strategy books (Christensen, Osterwalder, Kahneman, Porter) in a structured, repeatable methodology
- Apply 57 proprietary frameworks refined through real consulting engagements — not just name them
- Enforce cross-phase consistency through an 18-check quality gate with anti-hallucination verification
- Produce investor-grade branded deliverables that pass an 18-check research-grade audit

3.3 The test:

Ask any AI tool to build your TAM/SAM/SOM. Then ask it to derive a pricing model from that TAM. Then ask it to write sales scripts that reference that pricing for each buyer vertical. Then ask it to build a business model with unit economics from those pricing tiers. You will get four disconnected outputs — different numbers, no cross-references, and no way to trace claims back to a verifiable source.

Our Phase 1 produces TAM/SAM/SOM with report names, page references, publication dates, and historical CAGR trends — and every number flows forward into the 9 phases that follow. Behind it: a structured knowledge base of 1,414 curated consulting IP artifacts, 568 evidence tables, 57 proprietary frameworks, and an 18-check quality gate that catches cross-phase inconsistencies automatically.

That is the Integration Gap — and it is what separates a first draft from a revenue engine.



4.0 The VP Hire Alternative

Before hiring a VP of Marketing, consider the sequence:

Dimension	VP Hire	Sagentix First, Then VP
Time to hire	6-12 months	Immediate strategy, hire VP in parallel
Annual cost	\$250K+/year salary + benefits	CA\$13,500–CA\$45,000 one-time + VP salary
Ramp to productivity	3-6 months after start	VP starts with complete strategy on Day 1
Strategy quality	Experience-dependent (tribal knowledge)	1,414 IP artifacts, 18-check quality gate
IP retention	Leaves when VP leaves	Work package is permanently retained
Evidence standard	Varies by individual	APA 7th, page-level provenance
Result	VP builds strategy from scratch (12-18 months total)	VP executes against evidence-cited strategy from Week 1

The bottom line: Sagentix does not replace a VP hire — it makes the VP hire 3-6 months more productive from Day 1. Strategy first, execution second.



5.0 The Founder Time Trap

5.1 Typical DIY timeline:

- **Month 1:** Buy a course, watch 60% of the videos, start a market analysis
- **Month 2:** Get pulled back into product/operations, GTM project stalls
- **Month 3:** Restart with renewed energy, produce partial competitive analysis
- **Month 4:** Board meeting approaches, panic-build a pitch deck with unverified numbers
- **Month 5:** Realize messaging is inconsistent with pitch deck, start over on messaging
- **Month 6:** Still no sales process, pricing model, or business model documented. 300+ hours invested. Nothing investor-ready.

5.2 Sagentix timeline:

GTM Foundation (2-3 weeks) — CA\$13,500:

- Market Intelligence (134 industry profiles, TAM/SAM/SOM, APA 7th citations throughout (median 38))
- Value Proposition Design (15 JTBD per vertical, 12 differentiators, strategy canvas)
- Messaging Architecture (4-Part architecture, vertical playbooks, GenAI brand prompts)

Revenue Architecture (4-5 weeks) — CA\$27,000:

- + Pitch Deck (modular, client-branded, 14 slides with speaker notes)
- + Sales Process (hybrid SPIN/MEDDPIC, Win Room, RevOps architecture)
- + Pricing Strategy (value-based 3-tier, TCO comparison, pricing governance)

Full GTM Advisory (6-8 weeks) — CA\$45,000:

- + Business Model Canvas (unit economics, 3-scenario projections, 5-layer moat)
 - + 90-Day Execution Roadmap (weekly milestones, KPIs, hiring triggers)
 - + Digital Audit (website, social, AI readiness scoring)
 - + Evidence Discipline (hypothesis testing, 44 experiments, measurement plan)
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6.0 The Real ROI Calculation

6.1 Scenario: Founder at \$2M ARR company

Cost Category	DIY Approach	Sagentix Full GTM Advisory
Course / tool fees	\$2,000	\$0
Consulting fee	\$0	CA\$45,000
Founder time (hours)	300+ hours	15 hours
Founder hourly value	\$300/hour	\$300/hour
Founder time cost	\$90,000+	\$4,500
Time to first usable deliverable	3+ months	1 week
Revenue delayed by GTM gap	\$50K-\$200K	\$0 (strategy in 6 weeks)
True total cost	\$106,000-\$292,000	\$44,500-\$54,500

6.2 ROI calculation:

- **Net savings:** \$61,500-\$237,500
- **ROI:** 382% to 1,702%
- **Time saved:** 285+ hours of founder time
- **Speed advantage:** 3-5 months faster to market

6.3 The bottom line:

Even at CA\$45,000, Sagentix saves \$85K+ in founder time and delivers 3-5 months faster. The real cost of DIY is not the course fee — it is the \$106K-\$292K in opportunity cost from diverted founder time and delayed go-to-market execution.



7.0 The Quality Gap: What Top-Tier Firms Deliver vs. DIY Output

Quality Dimension	DIY / AI Output	Sagentix Deliverable
Citations	None or hallucinated	APA 7th, every source verifiable (median 38 per phase)
Market data	Google estimates	Licensed industry profiles, cited with page references
Cross-phase consistency	Impossible (no integration)	18-check quality gate enforces consistency
Presentation quality	Founder-designed	Branded PDF + PPTX + phase brief (top-tier format)
Evidence tables	None	309 tables with page-level provenance
Framework application	Named but not applied	57 frameworks applied with practitioner judgment
Anti-hallucination	No verification	Source integrity verification (automated gate)
Board readiness	"We think..."	"The industry profile confirms..." with profile, section, date



8.0 Phase 1 Guarantee — Zero Risk to Start

Not convinced? Start with Phase 1 (Market Intelligence) at CA\$4,500 with a **money-back guarantee**.

Compare the Phase 1 deliverable to anything your course, VP hire, or AI tool can produce. If it is not dramatically better in depth, accuracy, and presentation quality — full refund, no questions asked.

100% of Phase 1 investment credits toward any full engagement tier within 30 days.

Phase 1 money-back, subject to terms. Maximum evidence.

Sagentix Advisors Inc. | Secure Growth, Simplified.

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Evidence Over Opinion.