

Full GTM

All 10 Phases

CA\$45,000

Phases included: 10 / 10 · 6–8 weeks

Fixed scope. Fixed price. No change orders.

PHASES INCLUDED

01 Market Intelligence Bottom-up TAM/SAM/SOM, competitor profiles, buyer segments	02 Value Proposition Value-proposition canvas per segment, differentiators, jobs-to-be-done	03 Messaging Architecture Message house, per-segment playbooks, approved language	04 Pitch Deck Master slide library, audience configurations, claims audit	05 Sales Process Pipeline stages, qualification scoring, named sales motions
06 Pricing Strategy Tier architecture, willingness-to-pay, discount policy	07 Business Model Nine-block canvas, unit economics, scenarios, assumptions map	08 Strategy Execution 90-day roadmap with owners, KPIs and a risk register	09 Digital Audit Site, search and AI-retrievability audit with a fix list	10 Evidence Discipline Claims register, legal-risk review, proof backlog

FRAMEWORKS APPLIED: Porter's Five Forces · Three-phase market entry · Stakeholder interview protocol · Value proposition canvas · Jobs-to-be-Done · and 20 more

WHAT YOU RECEIVE

- Everything in Revenue Architecture
- Business Model Canvas with unit economics and LTV:CAC on your real retention
- 90-day roadmap with named owners, decision gates and a KPI dashboard
- Digital and AI-retrievability audit with a prioritised rewrite pack
- Claims register with legal-risk review, plus an ordered proof backlog
- Report, editable Word and executive brief for all ten phases, with a navigation guide
- Client Portal access included — your deliverables, evidence and action board in one place

EVERY PHASE SHIPS AS

- A branded report — the primary deliverable, fully cited
- An editable Word version for your own team
- A three-page executive brief for the people who need the conclusion, not the report
- A ten-slide executive deck with speaker notes written in your voice
- Charts and visuals built from the phase's own data

YOUR LIVE CLIENT PORTAL

- A live private portal for your engagement — nothing to install, and not a folder of files emailed at the end
- A tab per phase, each rendered as navigable intelligence rather than a document you scroll
- An Action Board: every recommendation from every phase on one Kanban — To Do, In Progress, Done — so nothing stays buried on page 40
- An Evidence and Claims tab: open any claim and see the source behind it
- A Value and ROI tracker, so the case for the work is visible while the work is running
- Meeting notes and your feedback in the same place as the deliverables they concern
- Every deliverable downloadable from it, and it stays live after the engagement ends

WHY THE EVIDENCE HOLDS

- 1,414 catalogued methodology artifacts behind every deliverable
- An 18-check quality gate that blocks release on a failed citation
- Every assertion traced to a named, checkable source
- Delivery in English and French

1

Scope agreed in writing

Phases, deliverables and dates fixed before any invoice.

2

Research, then synthesis

Subscription and primary sources gathered first; conclusions come second.

3

Every claim gated

An 18-check automated gate blocks release when a citation does not resolve or a stated count does not reconcile.

4

Named-principal delivery

The person who designs the work delivers it.

WHERE YOU WILL WANT SOMEONE ELSE

- Independent assessment and certification — that review belongs to an independent assessor, which is what gives your package weight
- Security operations and penetration testing — we will point you to a firm that does them well
- The authorization decision itself, which is the government's to make; we commit to the submission

WHAT EACH PHASE SETTLES

[Book a diagnosis](#) → [sagentix.ca](#)

Prices in the buyer's local currency. Practice A and Regulated Market Access are scoped and quoted rather than listed.

Sagentix Advisors Inc.

Ottawa, Canada · EN / FR

01 Market Intelligence

How big is the reachable market, who else is in it, and which segments can you actually win?

- Bottom-up TAM / SAM / SOM built from NAICS-coded industry data, not a top-down percentage of a headline
- Competitive landscape with named players, positioning and where each one is weak
- Buyer personas per vertical, built from the buying system rather than demographics
- Industry structure analysis: what forces actually govern purchase decisions in your market

Frameworks applied: Porter's Five Forces · Three-phase market entry · Stakeholder interview protocol

02 Value Proposition

Why should this buyer choose you over the alternative they already have?

- Differentiator stack, each one classified as structural, evidenced or merely asserted
- Jobs-to-be-Done mapping against the buyer's actual job, not your feature list
- A value proposition canvas per vertical, because one canvas across four verticals fits none of them
- The current-alternative analysis: what happens if they do nothing

Frameworks applied: Value proposition canvas · Jobs-to-be-Done · Use-case and pain-point mapping · Multi-vertical buyer personas

03 Messaging Architecture

What do you say, to whom, in what order — and what may you never claim?

- Message house: one positioning roof, pillars beneath it, and the proof each pillar rests on
- Vertical messaging playbooks that reuse the pillars verbatim and swap only the proof
- Competitive battlecards, including the objections you will actually hear
- A terminology register of claims that cannot be substantiated and must not be made

Frameworks applied: Message house · Pyramid Principle · Tiebreaker selling and justifier tests · Elements of Value

04 Pitch Deck

Can you tell the story in fourteen slides to five different audiences?

- Modular deck with swap logic — the same spine, re-cut for investor, buyer, partner, analyst and internal
- Every claim audited against its source before it reaches a slide
- Speaker notes written in first person, so the deck is deliverable by someone other than its author
- A proof pack: the evidence behind each slide, ready when someone asks

Frameworks applied: Pitch-deck storyboard · Proof pack construction · Design system

05 Sales Process

What is the repeatable motion that turns interest into a signed engagement?

- Pipeline stages with explicit entry and exit criteria, so a deal cannot sit in limbo
- MEDDPICC qualification applied to your deals, not to a generic template
- Outreach cadences and call flows for each vertical
- The disqualification rules — which prospects to walk away from, and when

Frameworks applied: SPIN and MEDDIC process design · Call-flow templates · Outreach assurance case · Buying-committee mapping

06 Pricing Strategy

What should you charge, on what basis, and what must never appear on a public page?

- Tier design with fixed scope per tier, so the price is a specification rather than an opening position
- Willingness-to-pay analysis against the budget instrument the buyer actually spends from
- Total-cost-of-ownership comparison against the alternatives, including doing nothing
- Publish-versus-quote decision: which numbers belong in public and which do not

Frameworks applied: Value-based pricing · Business case and ROI model · Pricing research methods · Competitive price reconstruction · Product-led growth and trial optimization

07 Business Model

Does the business model hold up when you put real numbers through it?

- Business Model Canvas with each block tied to evidence rather than intention
- Unit economics: what one engagement actually costs to deliver and what it returns
- Channel architecture, including what a partner tier costs in margin
- LTV to CAC analysis against your real retention, not an industry average

Frameworks applied: Business Model Canvas · Unit-economics modelling

08 Strategy Execution

What happens on Monday, and how will you know in ninety days whether it worked?

- Ninety-day roadmap with named owners and explicit decision gates
- KPI dashboard: the small number of measures that actually move the outcome
- Resource plan with revenue-triggered hiring, so headcount follows revenue rather than hope
- Risk register with the mitigations that are actually affordable

Frameworks applied: Change-management and adoption models · Roadmap and gate design · KPI architecture

09 Digital Audit

When a buyer — or an AI engine — goes looking for you, what do they find?

- Website and technical audit against what search and AI systems actually read
- AI-retrievability assessment: whether your pages can be cited, and by which engines
- Structured-data and bilingual coverage review
- A rewrite pack for the pages that are costing you the most

Frameworks applied: AI-search visibility audit (AS1–AS13) · Retrieval and snippet-gate analysis

10 Evidence Discipline

Which of your claims would survive someone checking them?

- Claims register: every public claim, its source, and its legal exposure
- Validation experiments for the claims that matter and cannot yet be proven
- Evidence governance so claims decay visibly instead of silently going stale
- Proof backlog, ordered by what each proof would unlock commercially

Frameworks applied: Evidence tiering · Claims audit and substantiation discipline