

GTM Foundation

Phases 1–3

CA\$13,500

Phases included: 3 / 10 · 2–3 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 · Use-case and pain-point mapping · Message house · Pyramid Principle · Tiebreaker selling · and 1 more

WHAT YOU RECEIVE

- Everything in Phase 1 PoC
- Value Proposition Design — differentiators classified structural, evidenced or asserted
- Messaging Architecture: message house plus a playbook per vertical
- Competitive battlecards with the objections you will actually hear
- A register of claims that cannot be substantiated, and must not be made
- Report, editable Word and executive brief for every phase, plus Client Portal access included

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