

Phase 1 PoC

Market Intelligence

CA\$4,500

Phases included: 1 / 10 · 5–7 business days

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

WHAT YOU RECEIVE

- Complete industry analysis with premium research data
- TAM / SAM / SOM built bottom-up from NAICS-coded data
- Competitive landscape & positioning matrix
- Typically 60–90+ pages, 40+ cited sources, APA 7th
- Every phase ships a report, an editable Word version and a 2–4 page executive brief — most also carry a ten-slide deck with speaker notes
- Client Portal access included — your deliverables, evidence and action board in one place
- Full refund if nothing new revealed

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

If Phase 1 tells you nothing you did not already know, you do not pay for it — subject to the terms of the engagement agreement, which form part of that agreement. Commercially contracted work only.

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

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