



SAGENTIX
Advisors

Vertical One Pager Ideation

Prepared for: Sagentix Advisors
Prepared by: Sagentix Advisors
September 2026

CONFIDENTIAL



Table of Contents

1.0 The Problem: You Are About to Bet Your Savings on an Assumption

2.0 Who This Is For

3.0 Five Jobs You Need Done

4.0 Why Sagentix for Ideation Validation

4.1 D1 — Evidence Discipline (APA 7th)

4.2 D8 — Risk Reversal (Money-Back Guarantee)

4.3 D12 — AI-Powered Speed

5.0 The Lead Justifier: Risk-Free Validation

6.0 What You Get vs. What You Have Now

7.0 The Math That Matters

8.0 Recommended Entry Point



Version History

Version	Date	Author	Changes
1.0	September 09, 2026	Sagentix Advisors	Initial release

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



Ideation Validation Vertical — One-Pager

Evidence or Nothing — Money-Back Guarantee

Sagentix Advisors | Secure Growth, Simplified.

1.0 The Problem: You Are About to Bet Your Savings on an Assumption

You have a startup idea. It feels right. Friends and family say it sounds great. You have been researching on weekends and the market looks promising. But you have not validated a single assumption with independent evidence. Every statistic in your pitch deck came from a Google search or a ChatGPT prompt you cannot trace back to a verifiable source.

42% of startups fail because there is no market need (CB Insights, 2024). Not because the product was bad — because the founder never validated the market before committing capital. The average pre-revenue founder spends \$30K-\$50K before discovering their TAM assumption was wrong.



2.0 Who This Is For

Ideal Client Profile: Pre-revenue founders, solo entrepreneurs, and early-stage teams validating a B2B technology concept before committing significant capital. Individuals transitioning from corporate roles who want professional validation before quitting their job.

Buyer: Founder, Solo Entrepreneur, or Pre-Revenue CEO.

Triggers: Considering leaving a corporate role, angel investment received, accelerator application deadline, co-founder pitch preparation, family savings commitment decision.



3.0 Five Jobs You Need Done

JTBD Code	The Job	Type
ID-J1	When I am deciding whether to commit savings to a startup idea, help me get independent market validation with credible TAM/SAM/SOM data so I can make a fact-based decision	Functional
ID-J2	When I am preparing investor materials, help me build a transparent bottom-up TAM/SAM/SOM methodology that investors can verify	Functional
ID-J3	When I am pitching to co-founders or early employees, help me present professionally validated market analysis so they take me seriously	Social
ID-J4	When I am investing personal capital, help me feel confident that a rigorous process has stress-tested my assumptions before I risk my savings	Emotional
ID-J5	When I need to move fast on a market window, help me compress 6 weeks of validation into 2 weeks without sacrificing evidence quality	Functional



4.0 Why Sagentix for Ideation Validation

4.1 D1 — Evidence Discipline (APA 7th)

Every claim in your market validation deliverable carries an APA 7th citation to a verifiable source — industry reports, government data, or peer-reviewed research. When your investor asks "Where did this TAM number come from?", the answer is on the page. Not "I estimated it" or "ChatGPT said so."

4.2 D8 — Risk Reversal (Money-Back Guarantee)

Phase 1 carries a money-back guarantee (subject to engagement terms): if our market intelligence reveals nothing you did not already know, you pay nothing. Few GTM advisory firms offer this. The guarantee exists because our evidence methodology consistently surfaces insights that founder-led research misses (a money-back structure rare among GTM advisory firms) — different data sources, different analytical frameworks, different conclusions.

4.3 D12 — AI-Powered Speed

Our AI platform compresses what would take a traditional consultant 6 weeks into approximately 1 week. You get 1,414 curated IP artifacts, 57 proprietary frameworks, and an 18-check quality gate applied to your market — not a junior analyst building a deck from scratch.



5.0 The Lead Justifier: Risk-Free Validation

Every other consulting firm asks you to trust them with money you cannot afford to lose. The typical boutique consultant charges \$5K-\$15K with no performance guarantee. DIY with ChatGPT gives you answers that sound confident but cannot be audited.

Sagentix is the third option: professional-grade market validation under \$5K with a money-back guarantee. If the deliverable does not exceed what you could produce yourself, you pay nothing.



6.0 What You Get vs. What You Have Now

Dimension	DIY / ChatGPT	Sagentix Phase 1
Market sizing	Google searches, unsourced estimates	TAM/SAM/SOM with bottom-up methodology, 134 industry profiles, regulatory data, and competitive intelligence
Competitive landscape	Partial list from LinkedIn searches	Structured competitive analysis with strategy canvas and differentiation mapping
Evidence standard	"I think the market is \$X"	APA 7th citations, 568 evidence tables, page-level provenance
Investor readiness	Google Slides with assumptions	Branded PDF + executive brief + 10-slide PPTX, quality-audited
Time to complete	4-8 weeks of weekend research	~1 week
Cost	"Free" (but \$30K-\$50K in opportunity cost if wrong)	CA\$4,500 with money-back guarantee
Auditability	Cannot trace claims to sources	Every claim traceable to a verifiable source



7.0 The Math That Matters

- **CA\$4,500** for professional market validation
 - **\$30K-\$50K** average cost of pursuing an unvalidated market (wasted capital, opportunity cost)
 - **\$5K beats 6% equity dilution** for the same market validation from an accelerator
 - **Less than two months of coworking rent** for your definitive market answer
 - **42%** of startups fail from no market need — validation is insurance, not a luxury
-



8.0 Recommended Entry Point

Ideation Validation — CA\$4,500 (Phase 1, ~1 week)

Phase 1 (Market Intelligence) delivers a 30+ page report (median 77 delivered) — with APA 7th citations throughout (median 38 per report): proprietary market research, TAM/SAM/SOM with bottom-up methodology, competitive landscape, regulatory context, growth drivers, and an executive brief with 10-slide PPTX.

Money-back guarantee (subject to engagement terms): If our market intelligence reveals nothing you did not already know, you pay nothing.

100% of Phase 1 investment credits toward any tier upgrade within 30 days:

- **GTM Foundation** — CA\$13,500 (Phases 1-3, 2-3 weeks) — adds value proposition design and messaging architecture
- **Revenue Architecture** — CA\$27,000 (Phases 1-6, 4-5 weeks) — adds pitch deck, sales process, and pricing strategy

For founders preparing investor materials, **GTM Foundation** is the recommended upgrade: it adds the value proposition and messaging architecture that transforms market data into a compelling investor narrative.

Stephane Raby | uOttawa Telfer Executive MBA (ranked #1 globally by CEO Magazine, 2023) | CMC | CISSP | P.Eng. | 25+ Years

stephane@sagentix.ca | www.sagentix.ca

Secure Growth, Simplified.