

Dimension	Sub-Dimension	Score (0-5)	Notes / Rationale
Insights	Ideal Customer Profile Definitions	0	
Insights	Buyer Persona with rational/emotional keys	0	
Insights	Buyer Studies	0	
Insights	Additional Product-Market Fit Substantiation	0	
Insights	Competitive Awareness	0	
Insights	Company Economic Logic and Arenas	0	
Insights	Company Moats and Insulations	0	
Insights	Roadmap plans based in market needs	0	
Insights	Industry Market and Economic Data	0	
	Overall Insights Score		
Strategy	Vision & Mission Clarity	0	
Strategy	Brand Positioning / Differentiation	0	
Strategy	Brand Identity and Assets	0	
Strategy	Channel Strategy	0	
Strategy	Pricing Strategy	0	
Strategy	Budget Rationale	0	
Strategy	Marketing / GTM Plan	0	
	Overall Strategy Score		
Team	Org Structure & Roles	0	
Team	Leadership Strength	0	
Team	Internal Capabilities	0	
Team	Recruiting & Retention	0	
Team	Culture & Collaboration	0	
Team	Training & Development	0	
Team	External Resource Use	0	
	Overall Team Score		
Technology	CRM / Marketing Automation	0	
Technology	Martech Stack Usage	0	
Technology	Attribution & Funnel Visibility	0	
Technology	Website / CMS / Digital UX	0	
Technology	Personalization / Engagement Tools	0	
Technology	Data Quality / Hygiene	0	
Technology	Enablement Tools (Workflow, Sales, CS etc.)	0	
Technology	Artificial Intelligence Strategy and Activation	0	
	Overall Technology Score		
Customer Experience	Journey Mapping	0	

Customer Experience	Touchpoint / Brand Consistency	0	
Customer Experience	Customer Support / Service	0	
Customer Experience	Retention & Loyalty Programs	0	
Customer Experience	Automated Feedback Loops / VOC	0	
Customer Experience	Onboarding / Adoption	0	
Customer Experience	Omnichannel Experience	0	
	Overall Customer Experience Score		
Execution	Demand Gen / Campaigns	0	
Execution	Sales Enablement	0	
Execution	Product Marketing	0	
Execution	Channel Activation	0	
Execution	Lead Nurturing / Lifecycle	0	
Execution	Sales Process Consistency	0	
Execution	Content & Campaign Planning	0	
	Overall Execution Score		
Performance Optimization	Analytics & Reporting Infrastructure	0	
Performance Optimization	KPI / Dashboard clarity	0	
Performance Optimization	Forecasting & Planning	0	
Performance Optimization	Customer Health / Engagement Metrics	0	
Performance Optimization	Funnel Conversion Tracking	0	
Performance Optimization	CAC / CLTV / ROI Attribution	0	
Performance Optimization	Regular Performance Reviews	0	
	Overall Performance Optimization Score		
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