



**SAGENTIX**  
Advisors

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# Full GTM Advisory — Service Brochure

Prepared for: Sagentix  
Prepared by: Sagentix Advisors  
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**CONFIDENTIAL**



# Sagentix Advisors — Full GTM Advisory

Research-backed GTM strategy delivered in weeks, not months — with every claim traced to a verifiable source.

[www.sagentix.ca](http://www.sagentix.ca) | Secure Growth, Simplified.

## 1.0 The Problem: A \$470B Industry That Cannot Serve Growth-Stage Companies

Growth-stage companies (\$2M-\$50M ARR) face a false binary. Hire a Big 4 firm at estimated \$250K+ based on published engagement minimums and wait 12-16 weeks — or build it yourself with AI tools and hope the numbers survive board scrutiny. The first path is inaccessible. The second is unverifiable. The gap between them — the Evidence Gap — is where most go-to-market strategies die.

Sagentix bridges that gap. Big 4-caliber strategy. Growth-stage pricing. Every claim traced to a verifiable source.

## 2.0 The Platform: 727+ Consulting IP Artifacts Built Over 25+ Years

Every engagement draws from a structured consulting knowledge base — not a blank page:

| Asset Category         | Count | What It Contains   |
|------------------------|-------|--|
| Industry Reports       | 66    | Paywalled market intelligence with revenue, CAGR, concentration, competitive dynamics (\$40K+/year subscription) |
| Research Papers        | 136   | Peer-reviewed briefs from Harvard Business Review, MIT Sloan, Industrial Marketing Management                    |
| Evidence Tables        | 194   | Page-level provenance linking claims to source material  |
| Proprietary Frameworks | 54    | Repeatable methods refined through real engagements (Christensen JTBD, Osterwalder VPC, Porter, Minto Pyramid)   |
| Meta-Prompts           | 43    | Structured prompts for consistent, high-quality deliverable generation   |
| Deliverable Skeletons  | 42    | Reusable templates for every phase output  |

This is a platform — structured IP that delivers Big 4 rigor at 64% gross margin. The margin advantage is passed as client savings, not captured as profit.

## 3.0 The 10-Phase Methodology

### 3.1 GTM Foundation (Weeks 1-3) — \$12K-\$15K

#### Phase 1 — Market Intelligence

TAM/SAM/SOM from 66 industry reports, regulatory data, and competitive intelligence. Porter's Five Forces. Growth drivers. Regulatory context. Geographic opportunity. 30+ pages, 50+ APA 7th citations. Every market claim traces to a specific report, page, and publication date.

#### Phase 2 — Value Proposition Design



15 JTBD per vertical with gain-type tags. 12 differentiators (D1-D12) ranked by defensibility. Strategy canvas. Diamond-E alignment. VPC overlay per buyer vertical. Three Kinds of Fit assessment. Stakeholder mapping across 6 buyer roles.

### **Phase 3 — Messaging Architecture**

4-Part Big 4 architecture: Strategic Context, Core Brand Architecture (Message House), Vertical Messaging Playbooks (11 subsections each), and Activation & Measurement. Language guardrails. GenAI brand prompts. 12-week thought leadership calendar.

## **3.2 Revenue Architecture (Weeks 3-5) — \$25K-\$30K (includes GTM Foundation)**

### **Phase 4 — Pitch Deck**

14-slide modular pitch deck with investor, partner, and client configurations. Speaker notes. Audience module guide. Client-branded using extracted brand specification.

### **Phase 5 — Sales Process**

Hybrid SPIN/MEDDPIC sales engine. 3-layer methodology stack. Vertical-tailored conversation flows. LinkedIn outbound sequences. 7 lead generation channels. Win Room operating model. RevOps architecture. Buyer enablement with Digital Sales Room.

### **Phase 6 — Pricing Strategy**

Value-based 3-tier model. TCO comparison demonstrating 4-19x advantage. Competitive benchmarking across 5 archetypes. Vertical pricing playbooks. Price communication strategy with anchoring and risk reversal. Pricing governance cadence.

## **3.3 Strategic Architecture (Weeks 5-8) — \$40K-\$50K (includes all above)**

### **Phase 7 — Business Model**

Business Model Canvas (Osterwalder). Hybrid advisory-platform revenue model. Unit economics: CAC, LTV, contribution margin, break-even. Three-scenario financial projections (\$420K-\$1.2M Year 1). 5-layer competitive moat assessment. BMC-to-JTBD bridge.

### **Phase 8 — Strategy Execution**

90-day execution roadmap with weekly milestones. KPI dashboard (leading and lagging indicators). Team alignment assessment. Hiring triggers and role definitions. Portfolio prioritization map.

### **Phase 9 — Digital Audit**

Website assessment (structure, messaging, SEO, trust signals). LinkedIn optimization. AI readiness scoring. Digital Presence Competency assessment. Trust Hub design. Content strategy for 12-week launch.

### **Phase 10 — Evidence Discipline**

Claims audit: every assertion classified as Safe, Substantiable, or Aspirational. 44-experiment library: Say/Do/Pay validation tests. Hypothesis registry. Measurement plan. Safe wording guide.

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## **4.0 The Quality Standard**

Every deliverable passes a **16-check Big 4-standard quality audit** before delivery:

- APA 7th Edition citations with in-text (Author, Year) and full References section
- Cross-phase consistency — every number traceable across all 10 phases
- Declarative section titles (McKinsey billboard test)
- No Data Dump rule — every table ends with synthesis callout
- Vertical transition bridges and micro-implications



- Regulatory terminology enforcement
  - Source integrity verification (anti-hallucination gate)
  - Document Architecture conformance (G8-G16)
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## 5.0 Three Vertical Specializations

### 5.1 Management Consulting (MC)

**Justifier:** NRC IRAP MAS Qualification — government-subsidized customer acquisition. Clients may recover up to 80% of engagement fees.

### 5.2 Cybersecurity Advisory (CS)

**Justifier:** CPCSC Readiness Advisory — CISSP-led compliance positioning. Level 1 mandatory April 2026. First-mover advantage for firms preparing now.

### 5.3 B2B SaaS Startups (SS)

**Justifier:** Phase 1 Money-Back Guarantee — zero-risk entry neutralizes the "CEO-as-Saboteur" dynamic and unlocks founder-led GTM.

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## 6.0 The Professional Work Package

Full GTM includes a structured work package matching Big 4/MBB distribution standards:

```
work_package/  
00_START_HERE.pdf Navigation guide + deliverable index  
01_Market_Intelligence/ PDF + exec PPTX + phase brief  
02_Value_Proposition/  
03_Messaging/  
04_Pitch_Deck/  
05_Sales_Process/  
06_Pricing/  
07_Business_Model/  
08_Strategy_Execution/  
09_Digital_Audit/  
10_Evidence_Discipline/  
Final_Presentation/ 12-slide synthesis deck
```

**Every phase folder contains:** branded PDF (primary deliverable), executive PPTX (10-slide presentation with speaker notes), and phase brief (2-4 page McKinsey "In Brief" executive summary).

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## 7.0 The Economics: Why 4-19x Less Than Big 4

| Dimension          | Big 4 / MBB                      | Sagentix   |
|--------------------|----------------------------------|--|
| Price              | \$200,000-\$600,000              | \$12,000-\$50,000                                  |
| Timeline           | 12-16 weeks                      | 2-8 weeks  |
| Who does the work  | Junior associates (MBA Year 1-2) | Senior practitioner (25+ years, CMC/CISSP/P.Eng.)  |
| Phases delivered   | 2-3 workstreams                  | Up to 10 integrated phases                         |
| Evidence standard  | Internal (proprietary)           | Published (APA 7th, verifiable by client)          |
| Quality audit      | Partner review (subjective)      | 16-check automated gate (objective)                |
| Post-engagement    | Relationship-based               | Continuous Intelligence (\$3K-\$5K/mo)             |
| Gross margin model | Labor pyramid (30-40%)           | Platform delivery (64%) — savings passed to client |

The cost advantage exists because the methodology is systematized. 727+ reusable IP artifacts eliminate reinvention. Automated quality gates replace manual partner review. A structured knowledge base replaces team-based research. The output quality matches. The input cost does not.

## 8.0 Pricing Tiers

|            | GTM Foundation                  | Revenue Architecture  | Full GTM                | Continuous Intelligence  |
|------------|---------------------------------|-----------------------|-------------------------|--------------------------|
| Investment | \$12K-\$15K                     | \$25K-\$30K           | \$40K-\$50K             | \$3K-\$5K/mo             |
| Phases     | 1-3                             | 1-6                   | 1-10                    | Ongoing                  |
| Timeline   | 2-3 weeks                       | 4-5 weeks             | 6-8 weeks               | Monthly/Quarterly        |
| Best For   | Investor-ready positioning fast | Complete sales engine | Full GTM transformation | Keeping strategy current |

## 9.0 Getting Started — Zero Risk

**Phase 1 Proof-of-Concept: \$4,000-\$5,000 with a money-back guarantee (subject to engagement terms).**

Phase 1 (Market Intelligence) delivers a 30+ page research report with 50+ APA citations, TAM/SAM/SOM from proprietary market data, competitive landscape, and regulatory context. Compare it to anything your team, a course, or an AI tool can produce.

If the Phase 1 deliverable does not exceed your standard — full refund, no questions asked. 100% of Phase 1 investment credits toward any tier within 30 days.

**Book your strategy diagnostic** — 30 minutes to assess your GTM maturity.



**Stephane Raby** | uOttawa Telfer Executive MBA (#1 Worldwide, CEO Magazine) | CMC | CISSP |  
P.Eng. | 25+ Years

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