



SAGENTIX.
ADVISORS

GO-TO-MARKET · CYBER & AI GOVERNANCE · DEEP-TECH & DEFENCE

From Proven to Revenue.

We get organizations through gates, from an authorization to an investment case. We build the evidence each decision runs on, then the motion that sells through the gate.

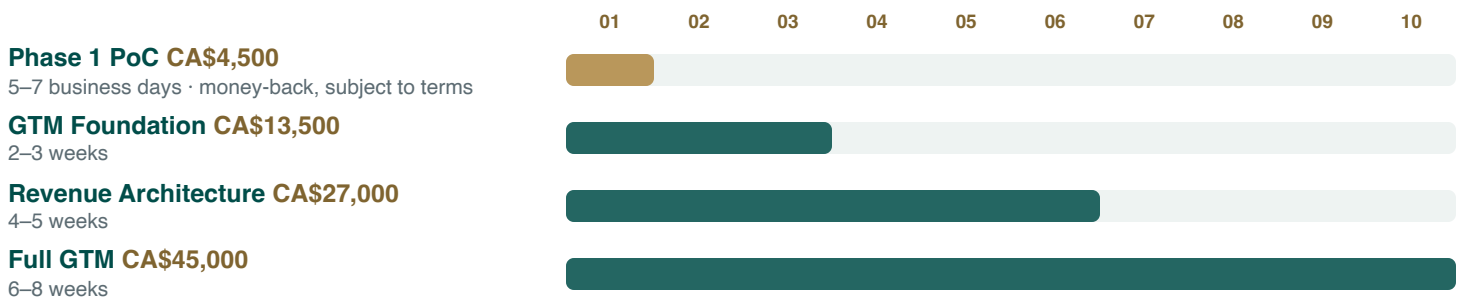
Web edition, October 2026. Sources checked 5 October 2026.

The valley of death is widening. Experts told Canada's Procurement Ombud that as innovation programs multiply, "many more 'orphan' products" will fail to reach procurement (OPO, 2026).

TEN PHASES, EACH SETTling ONE QUESTION

- | | |
|---|--|
| 01 Market Intelligence
How big is the market, and which segments can you win? | 06 Pricing Strategy
What to charge, and on what basis. |
| 02 Value Proposition
Why choose you over what the buyer already has? | 07 Business Model
Does the model hold up with real numbers? |
| 03 Messaging Architecture
What to say, to whom, and what never to claim. | 08 Strategy Execution
A 90-day roadmap with owners and KPIs. |
| 04 Pitch Deck
One story in fourteen slides, for five audiences. | 09 Digital Audit
What a buyer, or an AI engine, finds about you. |
| 05 Sales Process
A repeatable motion from interest to signature. | 10 Evidence Discipline
Which of your claims survive being checked. |

WHERE TO START: EVERY TIER CREDITS THE PHASE 1 FEE



Two practices, one principal. Go-to-Market runs the ten phases. Cyber & AI writes the evidence for Protected B, CPCSC, Controlled Goods, CMMC, ISO 27001 and SOC 2: 15 authority-to-operate decisions, 13 at Protected B.

Ottawa, since 2019 · CISSP · CMC · P.Eng. · MBA · 25+ years · 1,425 cataloged IP artifacts
Every claim sourced. Every insight traced. Every deliverable defensible.



Scan to score your readiness in under 3 minutes.

Ten dimensions, go-to-market or cyber & AI, at sagentix.ca/resources/readiness-scorecard. Or book a free 30-minute call.



Two sides. Start both now.

A funded prototype is not a purchase. Experts told Canada's Procurement Ombud why good technology stalls: **"a lack of sustained funding, unclear adoption pathways to procurement and lengthy procurement timelines"** (OPO, 2026).

Web edition, October 2026. Sources checked 5 October 2026.

THE MARKET SIDE

- 1 Sort every "win" into three columns.** A qualification lets you compete. Funding advances a technology. Only a contract comes with an invoice.
- 2 Look where the revenue sits.** Firms under 250 employees are 86% of Canada's defence firms and earn 20% of the industry's revenue; firms with 500+ are 8% and earn 70% (ISED, 2026). Your first buyer may well be a prime's program.
- 3 Find a sponsor, not only a user.** In a survey of 272 practitioners, champions, sponsors and gatekeepers moved projects across the valley together (Markham et al., 2010).
- 4 Name the signer of each contract.** No name: it is a forecast, not a pipeline.

THE GATE SIDE

- 1 Controlled Goods registration.** Required before you *"receive bid solicitation documents containing controlled goods or controlled technology."* Free; as of October 2026, PSPC reports processing *"significantly longer"* than its 32-business-day standard (PSPC, 2026a).
- 2 CPCSC Level 1.** If a contract calls for it, the self-assessment is *"required at contract award, and not during the bidding process"* (PSPC, 2026b). Do it before you bid.
- 3 Security clearance needs a sponsor.** *"Organizations cannot request a pre-clearance under any circumstance"* (PSPC, 2026c). Sponsors: a federal procurement officer, or a cleared contractor that wants you as its subcontractor.

Where Sagentix fits. Go-to-Market names the buyer, the sponsor and the route. Cyber & AI writes the evidence for the independent assessments: 15 authority-to-operate decisions, 13 at Protected B (2023–2025). We never assess or certify; Sagentix is not a third-party assessor (3PAO).

Sources, read 2026-10-05. OPO (2026): Office of the Procurement Ombud, *Turning Complexity into Capability*, opo-ba.gc.ca/tcc-eng.html · ISED (2026): *State of Canada's Defence Industry 2026*, Figure 5 (2024 data), ised-isde.canada.ca · PSPC (2026a) *Register in the Controlled Goods Program*; (2026b) *How to meet Level 1 cyber security certification requirements*; (2026c) *Sponsorship process*, all.canada.ca · Markham, Ward, Aiman-Smith & Kingon (2010), *Journal of Product Innovation Management* 27(3), 402–417.



Scan to see which side is slowing you down.

Go-to-market or cyber & AI, at sagentix.ca/resources/readiness-scorecard. Or book a free 30-minute call.