

ICP Scorecard + Anti-ICP Filter

Define who you are for. Eliminate who you are not.

Built to support repeatable SaaS go-to-market execution.

ICP Scorecard

Score each dimension honestly. The goal is focus, not volume.

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|--------------------------|--|--------|--------|--------|--------|--------|
| Firmographics Fit | Industry, size, region, business model | 1 1 | 2 2 | 3 3 | 4 4 | 5 5 |
| Technographic Fit | Stack compatibility, data access, integrations | 1 | 2 | 3 | 4 | 5 |
| Problem Intensity | Pain is real, costly, and urgent | 1 | 2 | 3 | 4 | 5 |
| Buying Readiness | Budget owner exists, decision process is clear | 1 | 2 | 3 | 4 | 5 |
| Time-to-Value | Customer can see value within 30–60 days | 1 | 2 | 3 | 4 | 5 |
| Ability to Win | Proof, references, differentiation are strong | 1 | 2 | 3 | 4 | 5 |

Anti-ICP Filter

If more than one applies, this deal should be questioned or disqualified.

- Requires heavy customization or services
- Cannot provide required data or access
- No clear economic buyer
- Sales cycle exceeds acceptable limits
- Product is a “nice to have,” not mission-critical
- Would distort roadmap or positioning
- Historically high churn or low expansion
- Other deal-breakers: _____