

The ICP Template

Company Basics

Industry and sub-vertical: _____

Employee range: _____

Revenue range: _____ Geography: _____

Funding stage or ownership model: _____

Environment And Constraints

Required systems (CRM, data sources): _____

Integration requirements: _____

Security and compliance requirements: _____

Buying process complexity (simple, moderate, heavy): _____

Problem Fit

Top 3 pains we solve: _____

Current workaround: _____

What breaks if they do nothing: _____

Success outcome they care about: _____

Buying Reality

Champion role: _____

Economic buyer role: _____

Typical blockers: _____

Typical proof needed (case study, ROI model, security docs): _____

Timing Signals

Trigger events that correlate with buying: _____

Intent signals (if available): _____

Must-haves

● 1: _____

● 2: _____

● 3: _____

Nice-to-haves

● 1: _____

● 2: _____

● 3: _____

Disqualifiers

● 1: _____

● 2: _____

● 3: _____

Examples

3 accounts that match: _____

3 accounts you should not chase: _____



EnableU

Relevance Always Wins