



SAGENTIX
Advisors

DIY vs Professional GTM — Cost Comparison

Prepared for: Sagentix

Prepared by: Sagentix Advisors

April 2026

CONFIDENTIAL



The Evidence Gap: DIY vs. Professional GTM Strategy

Why "doing it yourself" costs \$106K-\$292K more than you think

1.0 The Comparison at a Glance

Dimension	DIY / Courses / AI Tools	Sagentix GTM Advisory
Time to complete	3-6 months (if ever finished)	2-8 weeks depending on tier (guaranteed delivery)
Founder time invested	300+ hours	10-15 hours (review + feedback)
Opportunity cost	\$106K-\$292K (founder time + delayed revenue)	\$0 (you stay focused on product)
Market data source	Google searches, AI-generated estimates	66 industry reports (\$40K+/year subscription) + 136 peer-reviewed research briefs
TAM/SAM/SOM accuracy	Unverifiable estimates	Page-referenced industry data with APA 7th provenance
Citation standard	None	APA 7th Edition — 194 evidence tables with page-level provenance
Competitive analysis depth	Surface-level web research	Porter's Five Forces + battle cards + strategy canvas
Deliverable quality	Founder-designed, inconsistent	research-grade branded (PDF, PPTX, DOCX) passing 16-check quality audit
Investor readiness	"We think the market is big"	"IBISWorld Report 54161, §4.1-4.6, confirms \$2.5B TAM with 4.4% CAGR"
Phases covered	1-3 (if lucky)	Up to 10 phases (complete revenue engine)
Quality assurance	Self-review	Automated 16-check Big 4-standard quality gate
IP artifacts available	0	727+ (54 frameworks, 136 papers, 194 evidence tables, 43 meta-prompts, 42 skeletons)
Cross-phase consistency	None (disconnected outputs)	Every number traceable across all 10 phases
Total cost	"Free" + \$500-\$2K for courses	\$12,000-\$50,000
True cost (including time)	\$106K-\$292K+	\$12,000-\$50,000



2.0 What a Course Teaches You vs. What You Actually Need

2.1 What courses cover well:

- GTM theory and frameworks (concepts)
- General best practices (rules of thumb)
- Motivational case studies (inspiration)
- Networking with other founders (community)

2.2 What courses cannot provide:

- **Your specific market data** — 66 industry reports tailored to your exact industry segments, with revenue, CAGR, concentration, and competitive dynamics
 - **Your specific competitive positioning** — 12 differentiators (D1-D12) ranked by defensibility with strategy canvas
 - **Your specific value proposition** — 15 JTBD per vertical with gain-type tags, VPC overlay, and Three Kinds of Fit assessment
 - **Your specific messaging** — 4-Part architecture with Message House, vertical playbooks, and GenAI brand prompts
 - **Your specific pricing** — Value-based 3-tier model with TCO comparison showing 4-19x advantage and competitive benchmarking
 - **Your specific sales scripts** — Hybrid SPIN/MEDDPICC methodology with vertical-tailored conversation flows
 - **Your specific business model** — BMC canvas with unit economics, 3-scenario projections, and 5-layer moat assessment
 - **Professional deliverables** — Investor/board-ready documents passing 16-check research-grade audit
-

3.0 The Integration Gap

3.1 What AI tools can do well:

- Generate plausible first drafts and brainstorm ideas
- Search the web for publicly available data points
- Create outlines and framings quickly

3.2 What AI tools cannot do:

- Access paywalled industry databases (\$40K+/year subscription with 700+ reports)
- Cross-reference findings across a 10-phase integrated strategy where TAM feeds value proposition, which feeds messaging, which feeds pricing, which feeds sales scripts, which feeds business model
- Produce 194 evidence tables with page-level provenance from 727+ curated consulting IP artifacts built over 25+ years
- Draw from 136 peer-reviewed papers (Harvard Business Review, MIT Sloan, Industrial Marketing Management) and 16 foundational strategy books (Christensen, Osterwalder, Kahneman, Porter) in a structured, repeatable methodology
- Apply 54 proprietary frameworks refined through real consulting engagements — not just name them



- Enforce cross-phase consistency through a 16-check quality gate with anti-hallucination verification
- Produce investor-grade branded deliverables that pass a 16-check research-grade audit

3.3 The test:

Ask any AI tool to build your TAM/SAM/SOM. Then ask it to derive a pricing model from that TAM. Then ask it to write sales scripts that reference that pricing for each buyer vertical. Then ask it to build a business model with unit economics from those pricing tiers. You will get four disconnected outputs — different numbers, no cross-references, and no way to trace claims back to a verifiable source.

Our Phase 1 produces TAM/SAM/SOM with report names, page references, publication dates, and historical CAGR trends — and every number flows forward into the 9 phases that follow. Behind it: a structured knowledge base of 727+ curated consulting IP artifacts, 194 evidence tables, 54 proprietary frameworks, and a 16-check quality gate that catches cross-phase inconsistencies automatically.

That is the Integration Gap — and it is what separates a first draft from a revenue engine.

4.0 The VP Hire Alternative

Before hiring a VP of Marketing, consider the sequence:

Dimension	VP Hire	Sagentix First, Then VP
Time to hire	6-12 months	Immediate strategy, hire VP in parallel
Annual cost	\$250K+/year salary + benefits	\$12K-\$50K one-time + VP salary
Ramp to productivity	3-6 months after start	VP starts with complete strategy on Day 1
Strategy quality	Experience-dependent (tribal knowledge)	727+ IP artifacts, 16-check quality gate
IP retention	Leaves when VP leaves	Work package is permanently retained
Evidence standard	Varies by individual	APA 7th, page-level provenance
Result	VP builds strategy from scratch (12-18 months total)	VP executes against evidence-cited strategy from Week 1

The bottom line: Sagentix does not replace a VP hire — it makes the VP hire 3-6 months more productive from Day 1. Strategy first, execution second.

5.0 The Founder Time Trap

5.1 Typical DIY timeline:

- **Month 1:** Buy a course, watch 60% of the videos, start a market analysis
- **Month 2:** Get pulled back into product/operations, GTM project stalls
- **Month 3:** Restart with renewed energy, produce partial competitive analysis
- **Month 4:** Board meeting approaches, panic-build a pitch deck with unverified numbers
- **Month 5:** Realize messaging is inconsistent with pitch deck, start over on messaging
- **Month 6:** Still no sales process, pricing model, or business model documented. 300+ hours invested. Nothing investor-ready.



5.2 Sagentix timeline:

GTM Foundation (2-3 weeks) — \$12K-\$15K:

- Market Intelligence (66 industry reports, TAM/SAM/SOM, 50+ APA citations)
- Value Proposition Design (15 JTBD per vertical, 12 differentiators, strategy canvas)
- Messaging Architecture (4-Part architecture, vertical playbooks, GenAI brand prompts)

Revenue Architecture (4-5 weeks) — \$25K-\$30K:

- + Pitch Deck (modular, client-branded, 14 slides with speaker notes)
- + Sales Process (hybrid SPIN/MEDDPIC, Win Room, RevOps architecture)
- + Pricing Strategy (value-based 3-tier, TCO comparison, pricing governance)

Full GTM Advisory (6-8 weeks) — \$40K-\$50K:

- + Business Model Canvas (unit economics, 3-scenario projections, 5-layer moat)
- + 90-Day Execution Roadmap (weekly milestones, KPIs, hiring triggers)
- + Digital Audit (website, social, AI readiness scoring)
- + Evidence Discipline (hypothesis testing, 44 experiments, measurement plan)

6.0 The Real ROI Calculation

6.1 Scenario: Founder at \$2M ARR company

Cost Category	DIY Approach	Sagentix Full GTM Advisory
Course / tool fees	\$2,000	\$0
Consulting fee	\$0	\$40,000-\$50,000
Founder time (hours)	300+ hours	15 hours
Founder hourly value	\$300/hour	\$300/hour
Founder time cost	\$90,000+	\$4,500
Time to first usable deliverable	3+ months	1 week
Revenue delayed by GTM gap	\$50K-\$200K	\$0 (strategy in 6 weeks)
True total cost	\$106,000-\$292,000	\$44,500-\$54,500

6.2 ROI calculation:

- **Net savings:** \$61,500-\$237,500
- **ROI:** 382% to 1,702%
- **Time saved:** 285+ hours of founder time
- **Speed advantage:** 3-5 months faster to market

6.3 The bottom line:

Even at \$40,000-\$50,000, Sagentix saves \$85K+ in founder time and delivers 3-5 months faster. The real cost of DIY is not the course fee — it is the \$106K-\$292K in opportunity cost from diverted founder time and delayed go-to-market execution.



7.0 The Quality Gap: What Big 4 Firms Deliver vs. DIY Output

Quality Dimension	DIY / AI Output	Sagentix Deliverable
Citations	None or hallucinated	APA 7th with 50+ verifiable sources per phase
Market data	Google estimates	66 paywalled industry reports with page references
Cross-phase consistency	Impossible (no integration)	16-check quality gate enforces consistency
Presentation quality	Founder-designed	Branded PDF + PPTX + phase brief (Big 4 format)
Evidence tables	None	194 tables with page-level provenance
Framework application	Named but not applied	54 frameworks applied with practitioner judgment
Anti-hallucination	No verification	Source integrity verification (automated gate)
Board readiness	"We think..."	"IBISWorld confirms..." with report, page, date

8.0 Phase 1 Guarantee — Zero Risk to Start

Not convinced? Start with Phase 1 (Market Intelligence) at \$4,000-\$5,000 with a **money-back guarantee**.

Compare the Phase 1 deliverable to anything your course, VP hire, or AI tool can produce. If it is not dramatically better in depth, accuracy, and presentation quality — full refund, no questions asked.

100% of Phase 1 investment credits toward any full engagement tier within 30 days.

Zero risk. Maximum evidence.

Sagentix Advisors Inc. | Secure Growth, Simplified.

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

stephane@sagentix.ca | www.sagentix.ca

Evidence Over Opinion.