



**SAGENTIX**  
Advisors

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# Ideation Validation — Vertical Overview

Prepared for: Sagentix

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# Ideation Validation Vertical — One-Pager

## Evidence or Nothing — Money-Back Guarantee

Sagentix Advisors | Secure Growth, Simplified.

### 1.0 The Problem: You Are About to Bet Your Savings on an Assumption

You have a startup idea. It feels right. Friends and family say it sounds great. You have been researching on weekends and the market looks promising. But you have not validated a single assumption with independent evidence. Every statistic in your pitch deck came from a Google search or a ChatGPT prompt you cannot trace back to a verifiable source.

42% of startups fail because there is no market need (CB Insights, 2024). Not because the product was bad — because the founder never validated the market before committing capital. The average pre-revenue founder spends \$30K-\$50K before discovering their TAM assumption was wrong.

### 2.0 Who This Is For

**Ideal Client Profile:** Pre-revenue founders, solo entrepreneurs, and early-stage teams validating a B2B technology concept before committing significant capital. Individuals transitioning from corporate roles who want professional validation before quitting their job.

**Buyer:** Founder, Solo Entrepreneur, or Pre-Revenue CEO.

**Triggers:** Considering leaving a corporate role, angel investment received, accelerator application deadline, co-founder pitch preparation, family savings commitment decision.

### 3.0 Five Jobs You Need Done

JTBD Code	The Job	Type
ID-J1	When I am deciding whether to commit savings to a startup idea, help me get independent market validation with credible TAM/SAM/SOM data so I can make a fact-based decision	Functional
ID-J2	When I am preparing investor materials, help me build a transparent bottom-up TAM/SAM/SOM methodology that investors can verify	Functional
ID-J3	When I am pitching to co-founders or early employees, help me present professionally validated market analysis so they take me seriously	Social
ID-J4	When I am investing personal capital, help me feel confident that a rigorous process has stress-tested my assumptions before I risk my savings	Emotional
ID-J5	When I need to move fast on a market window, help me compress 6 weeks of validation into 2 weeks without sacrificing evidence quality	Functional



## 4.0 Why Sagentix for Ideation Validation

### 4.1 D1 — Evidence Discipline (APA 7th)

Every claim in your market validation deliverable carries an APA 7th citation to a verifiable source — industry reports, government data, or peer-reviewed research. When your investor asks "Where did this TAM number come from?", the answer is on the page. Not "I estimated it" or "ChatGPT said so."

### 4.2 D8 — Risk Reversal (Money-Back Guarantee)

Phase 1 carries a money-back guarantee (subject to engagement terms): if our market intelligence reveals nothing you did not already know, you pay nothing. No other GTM advisory firm offers this. The guarantee exists because our evidence methodology consistently surfaces insights that founder-led research misses — different data sources, different analytical frameworks, different conclusions.

### 4.3 D12 — AI-Powered Speed

Our AI platform compresses what would take a traditional consultant 6 weeks into approximately 1 week. You get 727+ curated IP artifacts, 54 proprietary frameworks, and a 16-check quality gate applied to your market — not a junior analyst building a deck from scratch.

## 5.0 The Lead Justifier: Risk-Free Validation

Every other consulting firm asks you to trust them with money you cannot afford to lose. The typical boutique consultant charges \$5K-\$15K with no performance guarantee. DIY with ChatGPT gives you answers that sound confident but cannot be audited.

Sagentix is the third option: professional-grade market validation under \$5K with a money-back guarantee. If the deliverable does not exceed what you could produce yourself, you pay nothing.

## 6.0 What You Get vs. What You Have Now

Dimension	DIY / ChatGPT	Sagentix Phase 1
Market sizing	Google searches, unsourced estimates	TAM/SAM/SOM with bottom-up methodology, 66 industry reports, regulatory data, and competitive intelligence
Competitive landscape	Partial list from LinkedIn searches	Structured competitive analysis with strategy canvas and differentiation mapping
Evidence standard	"I think the market is \$X"	APA 7th citations, 194 evidence tables, page-level provenance
Investor readiness	Google Slides with assumptions	Branded PDF + executive brief + 10-slide PPTX, quality-audited
Time to complete	4-8 weeks of weekend research	~1 week
Cost	"Free" (but \$30K-\$50K in opportunity cost if wrong)	\$4,000-\$5,000 with money-back guarantee
Auditability	Cannot trace claims to sources	Every claim traceable to a verifiable source



## 7.0 The Math That Matters

- **\$4K-\$5K** for professional market validation
  - **\$30K-\$50K** average cost of pursuing an unvalidated market (wasted capital, opportunity cost)
  - **\$5K beats 6% equity dilution** for the same market validation from an accelerator
  - **Less than two months of coworking rent** for your definitive market answer
  - **42%** of startups fail from no market need — validation is insurance, not a luxury
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## 8.0 Recommended Entry Point

### Ideation Validation — \$4,000-\$5,000 (Phase 1, ~1 week)

Phase 1 (Market Intelligence) delivers a 30+ page report with 50+ APA citations: proprietary market research, TAM/SAM/SOM with bottom-up methodology, competitive landscape, regulatory context, growth drivers, and an executive brief with 10-slide PPTX.

**Money-back guarantee (subject to engagement terms):** If our market intelligence reveals nothing you did not already know, you pay nothing.

100% of Phase 1 investment credits toward any tier upgrade within 30 days:

- **GTM Foundation** — \$12,000-\$15,000 (Phases 1-3, 2-3 weeks) — adds value proposition design and messaging architecture
- **Revenue Architecture** — \$25,000-\$30,000 (Phases 1-6, 4-5 weeks) — adds pitch deck, sales process, and pricing strategy

For founders preparing investor materials, **GTM Foundation** is the recommended upgrade: it adds the value proposition and messaging architecture that transforms market data into a compelling investor narrative.

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