



COMMERCIAL NEXT STEP

Three paths, depending on urgency and where trust is today.

The right entry point depends on how much of the decision is already visible, how much time exists before the board, IC, or integration deadline, and how much the current forecast is already understood to be at risk.

Path A

Start with the Diagnostic

\$6,500 · 5 business days

- Risk is visible but not yet quantified
- Decision is 30 to 60 days out
- Trust is early and a paid first step reduces risk for both sides
- 100% of fee credited to Blueprint within 30 days

[Request Diagnostic](#)

Path B

Start with the Blueprint

\$24,500 · 10 business days

- Risk is confirmed and architecture work is clearly needed
- Budget approval is faster at \$24,500 than at \$125,000
- Diagnostic is not required when urgency and materials are clear
- 50% credited to Strategic Forecast Build within 45 days

[Request Fit Check](#)

Path C

Start with the Build

\$125k – \$145k · 5 to 6 weeks

- Decision is imminent and architecture risk is already understood
- PE partner or transaction advisor is driving the engagement
- Materials exist and executive owner is identified
- Board, IC, or integration deadline is firm

[Discuss Build Path](#)

Fit check rule: I ask three questions: What decision does this forecast need to support? When must the board, IC, lender, or executive team rely on it? What materials already exist? If I cannot help, I say so within 15 minutes.

If the forecast will support a board plan, IC memo, lender discussion, acquisition, integration, or growth commitment inside the next 45 days, the right next step is a 15-minute fit check. If the decision is real and materials exist, I will recommend Diagnostic, Blueprint, or Build immediately.