ALIGN Commercialization & Launch Plan

Independent business opportunity | Productized diagnostics • implementation • licensing

Commercial thesis

Sell a repeatable answer to the governance leadership question: Which capabilities and AI controls should we establish next, in what sequence, with whose accountability, and what measured value? Start with advisory assessments before building software.

Market positioning and target buyers

Offering	Customer trigger	Buyer	Proposed entry price
Data Governance Diagnostic	Cloud modernization, unreliable reporting or unclear owners	CDO / CIO / Director DG	$12k–$20k fixed-fee
AI Assurance Diagnostic	Rapid GenAI adoption, new AI committee, vendor proliferation	CISO / CIO / Chief AI Officer	$15k–$30k fixed-fee
Integrated Enterprise Diagnostic	Need enterprise data + AI readiness roadmap	CIO / CDO / CTO	$25k–$45k fixed-fee
Implementation accelerator	Need control/process deployment and operating cadence	Program sponsor	$35k–$100k+ scoped
Internal-use toolkit license	Client wants reusable registers and scorecard	Governance leader	$8k–$30k/year proposed

SAMPLE: SHARP ANALYTICS

Prices are initial testing hypotheses, not verified market rates. Package carefully by business unit, interview count, systems in scope, AI use cases, and output depth.

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Four-week AI Governance Diagnostic delivery plan

Week	Work performed	Client deliverable
1	Kickoff, intake interviews, inventory sample, define use-case archetypes	Scope, stakeholder map, initial AI inventory
2	Assess gate artifacts, underlying data capabilities, suppliers and risk ownership	Gap inventory, preliminary impact classification
3	Evaluate sample controls, dependencies and prioritization by urgency/value/feasibility	Draft findings, blocked prerequisites and investment options
4	Validate facts, document executive roadmap, facilitate decision session	AI assurance scorecard, 90/180-day plan, evidence backlog

Sales system and buyer-facing claims

- Lead magnet: public short AI governance readiness checklist with no copied standard questions.
- Discovery questions: What AI is in use? Who approves it? Can you trace data rights? What triggers suspension? Where is independent review?
- Sales qualification: sponsor, business pain, scope, implementation authority, budget and procurement pathway.
- Proposal: scope boundaries, interviews, evidence sources, deliverables, assumptions, exclusions, schedule, acceptance criteria.
- Do not claim ISO certification, NIST approval, DCAM certification, or regulatory compliance merely from an ALIGN diagnostic.

SAMPLE - SHARP ANALYTICS

180-day go-to-market roadmap

Period	Founder actions	Go/no-go evidence
Days 1–30	Employment/IP counsel review, independent authoring log, trademark clearance, finalize prospect packages	Written legal go-ahead and reviewed sample reports
Days 31–60	Conduct 12–15 market interviews and 3–5 demonstrations; refine scope and pricing	At least 3 qualified paid opportunities
Days 61–90	Close and deliver first paid	One paid engagement and

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