# Company Name

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### Background

**Annual Revenue**: $XX

**Industry**: [ Finance, Healthcare, Retail, Transportation, Hospitality ]

**ICP Fit**: Yes / No

**Company Type**: [ SMB, Mid-Market, Small Enterprise, Enterprise ]

### People

| **Stakeholder** | **Team** | **Email** |
| --- | --- | --- |
| John Smith | Application Owner | jsmith@acme.com |
| Jane Doe | Security Engineer | jdoe@acme.com |
| Salley Someone | Compliance Manager | ssomeone@acme.com |

**Objectives**

1. We are trying to achieve [internal outcome].
2. The prospect has expressed interest in [primary use case].

**Quantification of Pain**

*Adjust the questions in this section based on how deep / wide you need to go in order to qualify a prospect in or out.*

* Have you set aside a budget to solve this problem before?
* What solutions have you looked at or tried in the past to solve this problem?
	+ Is it an existing solution or a new solution?
* What challenge is preventing you from reaching [positive outcome]?
* Is this really a technology gap or a gap in people / process?

###

# Tech Stack

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*The number of sections and questions that you can ask across cybersecurity is insane. These sections + questions are meant to serve as an example, adjust for your specific solution.*

**Identity**

* Who is your current identity provider?
* Is SSO a requirement for any new technology purchased by the company?
* Who is responsible for provisioning test credentials (if needed)?

**Integrations**

* Are there any requirements you need from us to deploy the solution for testing (e.g. IP whitelisting)?
* Are there any integrations required as part of the evaluation of our solution (with your existing security stack)?

**Operations**

* Does our solution need to integrate into your SOC or other operations tooling?
* Who will be the primary user of the solution?

**Deployment**

* Are we required to provide an IP range for whitelisting during the deployment of our solution?
* Do you allow inbound and outbound traffic flows through your stage or production environment?

### Use Cases

*Add in a list of the top 5 - 10 use cases supported by your solution. Limit down the scope to a maximum of 3 use cases per discovery conversation.*