

Two tiers. Choose the depth you need.

Both tiers deliver in 14 days. Both include enriched account lists, competitive mapping, ICP profiles, and outbound sequences. The difference is scope: Intelligence covers one market in depth. Pro covers three markets with cross-market analysis, regulatory mapping, and entry sequencing.

Feature	Intelligence \$15,000	Pro \$25,000
Timeline	14 days	14 days
Markets analysed	1	3
Named target accounts	50	200
Competitors mapped	5	10
Outbound sequences	3	6 per market
ICP profiles	1	3
Strategic deck	50-80 slides	80-120 slides
Analyst walkthrough	30 min	60 min
Cross-market comparison matrix	-	Included
Regulatory landscape mapping	-	Included
Market entry sequencing	-	Included

WHEN TO CHOOSE EACH

Intelligence (\$15K)

You have one market or segment you want to understand deeply. You need competitive positioning, a target list, and outbound sequences for that market. You want to move fast and focus.

Pro (\$25K)

You are evaluating multiple markets or geographies. You need cross-market comparisons, regulatory context, and a recommended entry sequence. You want the full picture before making a decision.

WHAT EACH MODULE DELIVERS

01 Market Landscape Analysis

Market size, growth trajectory, key players, segment dynamics, and where the opportunity sits. Data-backed, not assumption-based.

02 Competitive Intelligence

Positioning, pricing, messaging, and channel strategies for each mapped competitor. Side-by-side comparisons your team can use in sales conversations.

03 ICP & Buyer Analysis

Detailed buyer profiles with firmographics, technographics, buying triggers, and objection maps. Built from research, not guesswork.

04 Target Account Lists

Named, enriched accounts with verified contacts. CRM-ready formatting so your team can start outreach the day they receive the deliverable.

05 Go-to-Market Playbook

Outbound sequences, messaging frameworks, and channel recommendations. Written copy your team can send. Not theory. Execution.

The Deliverable Format

- Strategic slide deck (PDF + editable)
- Executive summary document
- Competitive comparison matrices
- ICP profile sheets
- Enriched account list (CSV + CRM-ready)
- Outbound email sequences (copy-paste ready)
- LinkedIn outreach templates
- Messaging framework document
- Market sizing data tables
- Analyst walkthrough recording

Price Context

Traditional research from management consultancies takes 6-12 weeks and costs six figures. Analyst reports give you data but no execution plan. ORRJO Intelligence delivers both in 14 days.

ORRJO INTELLIGENCE
\$15-25K

MCKINSEY / BCG
\$200K+

FORRESTER / GARTNER
\$25-250K

PAYMENT TERMS

50%
ON KICKOFF

50%
ON DELIVERY

14 Days
TURNAROUND

Book an Intelligence Briefing

30 minutes to scope the right tier for your research question.

orrjo.com/intelligence