

The research your growth depends on. Delivered in 14 days.

ORRJO Intelligence is a fixed-scope research product that gives B2B companies the market insight, competitive mapping, and target account data they need to enter new markets, launch new products, or sharpen their go-to-market strategy. You get a strategic brief, enriched prospect lists, and outbound sequences ready to deploy. Not a slide deck that sits in a folder. A plan you can act on the day you receive it.

14

DAYS DELIVERY

150+

DATA SOURCES

100%

EXECUTION-READY OUTPUT

THREE TIERS

Sprint

\$5,000

One focused question answered in depth. 7-day turnaround.

- 1 market analysed
- 3 competitors mapped
- 25 named accounts
- 1 outbound sequence
- 20-page brief

Intelligence

\$15,000

Full market entry package. 14-day turnaround.

- 1 market in depth
- 5 competitors mapped
- 50 named accounts
- 3 outbound sequences
- 50-80 slide deck

Pro

\$25,000

Multi-market research with full execution kit. 14-day turnaround.

- 3 markets analysed
- 10 competitors mapped
- 200 named accounts
- 6 sequences per market
- 80-120 slide deck

HOW IT WORKS

01

Kickoff

60-minute briefing with your team. We align on research questions, markets, and success criteria.

02

Research

Our analysts run 150+ data sources. Competitive mapping, ICP profiling, account identification.

03

Draft Review

You review the draft deliverable at the midpoint. We incorporate your feedback before final.

04

Final Delivery

Strategic brief, enriched account lists, and ready-to-send outbound sequences. Plus a walkthrough call.

WHAT YOU GET

01 Market Landscape Analysis

Full breakdown of market size, growth trajectory, key players, and segment dynamics. You see exactly where the opportunity sits and how the market is moving.

02 Competitive Intelligence

Positioning, pricing, messaging, and channel strategies for every competitor that matters. Side-by-side comparisons so your team knows where you win and where you need to differentiate.

03 ICP & Buyer Analysis

Detailed ideal customer profiles with firmographics, technographics, buying triggers, and objection maps. Built from real data, not assumptions.

04 Target Account Lists

Named, enriched accounts with verified contacts and CRM-ready formatting. These are real prospects your team can reach on day one.

05 Go-to-Market Playbook

Outbound sequences, messaging frameworks, and channel recommendations. Not theory. Copy-paste-ready campaigns your sales team can run immediately.

WHO THIS IS FOR

Founders entering a new market

You have the product but need the data to know where to aim first and who to talk to.

Revenue leaders building pipeline

You need qualified targets and outbound sequences that your team can start working this quarter.

Marketing teams planning campaigns

You need competitive positioning, ICP data, and messaging that actually reflects how the market thinks.

Investors running due diligence

You need an independent view of the market landscape, competitive dynamics, and growth potential.

WHY ORRJO

Speed

14-day delivery. Not 8 weeks. Not 6 months. You get answers while the opportunity is still live.

Actionability

Every deliverable is built to use, not to read. Account lists are CRM-ready. Sequences are written. The brief has recommendations, not observations.

Execution Bridge

If you want to act on the research, we can run the campaigns for you. ORRJO has the demand gen and lead gen teams to turn insight into pipeline.

Book an Intelligence Briefing

30 minutes with our research team. We'll scope the right tier for your question.

orrjo.com/intelligence