⊅ BLUE SEEDLING

Worksheet: Ideal Customer Profile Template

1) Company

- Type / Industry
- Geographic location(s)
- Size
 - Revenue
 - Number of employees
- Technologies used
- Funding stage (public, funding round for startups)
- Company news / intent signals (e.g. expanding to new geographies)
- Exclusions: Attributes or specific companies to exclude for various reasons

Examples:

- Marketing / advertising agencies, 100+ employees, NYC metro area
- Fashion retailers and brands, \$1B in revenue, USA

2) Person

- Function / department
 - Size of department
- Seniority level
- Geographic location
- Exclusions: Attributes or specific companies to exclude for various reasons

Examples:

- Marketing, Director level and above (including "Head of"), East Coast
- Social media or influencers, manager level, Europe