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