MarketPulse — Judge's Cheat Sheet

Ai Palette multi-market expansion & monetization · problem → frameworks → product → money → proof → ask (one page)

All $ illustrative, benchmark-anchored — Ai Palette is private

1 · PROBLEM

Scaling one **monolithic** product across markets either over-localizes (engineering bloat) or under-localizes (lost deals). Complexity outruns revenue.

Why now: category consolidating — Mintel bought Black Swan (Jun-25), vacating the nimble end-to-end + APAC NPD position Ai Palette can own.

2 · FRAMEWORKS USED

SCQA + Pyramid Principle (storyline) · 3C · Porter 5-Forces · Ansoff (market development) · Value Chain (localize edge / standardize engine) · GE-McKinsey attractiveness · value-based pricing · **MDP** sequencing · **SHAP** explainability.

3 · PRODUCT (PHASE 1)

Localize the edge, standardize the engine (~80% code shared). Localization = configurable *Market Packs*, never code forks.

3 tiers by maturity: Essentials / Growth / Enterprise — one product gated by entitlements; 4 upsell levers (markets · categories · usage · seats).

4 · MONEY (PHASE 2)

Hybrid pricing: subscription anchor + usage/credits (value metric = markets×categories×concept runs) + seats. Hybrid posts highest 2025 growth.

Regional price index 0.45–1.00× (price localization ≠ product localization). **Motion follows ACV:** PLG <$10K · hybrid $25–60K · sales-led >$80K. Target NRR ≥110%.

5 · PROOF (SEQUENCING + DECISION SCIENCE)

Sequence: W1 SEA+India (cheap, data-ready) → W2 US (highest WTP) → W3 EU+Japan (reuse compliance / partners).

SHAP decision plot explains the score: US's revenue edge offset by weak home-advantage + high competition → SEA/India rank higher.

MDP (value iteration): naïve=US-first; with cold-start risk priced in, optimum flips to **SEA→US→EU→Japan** — validates the strategy.

6 · ARR & THE ASK

Bottoms-up ARR (accounts×capture×blended ACV, compounded by NRR): base case **~$9.2M Y3 / ~$28M Y5**; SOM outer bound ~$30–60M (3-yr).

Biggest levers (tornado): **capture rate** & **NRR**.

The ask: fund Market-Pack architecture + Essentials self-serve + hybrid pricing now; stage US Enterprise spend behind Wave-1 references.

Thesis: Standardize the engine, localize the edge, package by maturity, price by willingness-to-pay, let motion follow ACV — wrapped in one repeatable, explainable engine so growth compounds instead of fragmenting.