

MARKET INTELLIGENCE

INDUSTRIAL SME

B2B GTM • MARKET ENTRY

From ad-hoc prospecting to a **costed, ranked pipeline** — in eight weeks.

AI-accelerated market entry strategy for a specialist UK scientific instrument manufacturer.

8 weeks

DELIVERY

47

PROSPECTS ASSESSED

£16M+

TAM QUANTIFIED

6mo → 8wk

RESEARCH COMPRESSION

CLIENT CONTEXT

Established UK scientific instrument manufacturer (listed scientific instruments group) under board pressure to enter an adjacent high-value semiconductor inspection market. Existing prospecting was ad-hoc, with no systematic view of competitive positioning or where to deploy limited BD bandwidth.

The commercial team needed evidence, not more hypotheses. An H1 2026 design-in window with target OEMs was closing fast — a window that, once missed, costs 2–4 years before the next platform architecture opens up.

WHAT WE BUILT

A complete, evidence-based market entry playbook delivered through an engineered AI research pipeline — 3 workstreams, 22 tasks, 68 versioned deliverables, multi-model orchestration across 90 conversations. Outputs included:

- **Tiered prospect database** — technical-fit and competitive-displacement scoring per account, version-controlled through 12 synthesis iterations.
- **OEM decision-journey maps** — four platform phases, five buyer personas with role-specific pain points, engagement timing aligned to architecture lock windows.
- **Two-conversation positioning framework** — upgrade vs displacement tracks with persona-specific message library, objection-response pairs, and competitive response cards.
- **Deployment-ready outreach infrastructure** — account-specific email sequences, LinkedIn templates, trade show playbooks, content calendar, and comparison framework. All NDA-compliant and constraint-tested.

WHAT IT UNLOCKED

- ▶ **Strategic reframe — from adoption to displacement**
Most target OEMs were already on competing platforms. The entire GTM was repositioned around displacement, changing trade show messaging and outbound priorities.
- ▶ **£16M+ TAM converted into a ranked, costed pipeline**
A vague market hypothesis became prospect-by-prospect prioritisation, with revenue, fit, and timing scored per account.
- ▶ **H1 2026 design-in window secured**
Compressed timeline allowed OEM engagement before the next platform architecture lock.
- ▶ **A BD team aligned around one source of truth**
One master database, one positioning, one set of priorities — replacing scattered research across individual laptops.
- ▶ **CEO bottleneck reduced ~60%**
Persona-mapped messaging and deployment readiness matrices enabled autonomous outreach across the majority of prospect conversations.

COMMERCIAL SUMMARY

ENGAGEMENT LENGTH

8 weeks

3 workstreams • 22 tasks • 68 deliverables

INVESTMENT RANGE

£12k – £45k

Full market entry playbook

ENTRY-LEVEL ENGAGEMENTS

From £8k

Single-segment research sprint

INDICATIVE ROI

10–20× return from a single deal

BD activity accelerated by 12 months

PILLAR

Market Intelligence

SECTOR

Scientific Instrumentation

Semiconductor inspection

"We had almost no relevant industry expertise and were keen to repeat an early win. In a few weeks of partnering with Ascentis AI, we had a thorough go-to-market plan: tiered targets, customised value propositions, persona analysis. The result was deeper and more specific than we had expected. I believe we have accelerated our market penetration effort by at least 12 months."

— Jake, Managing Director

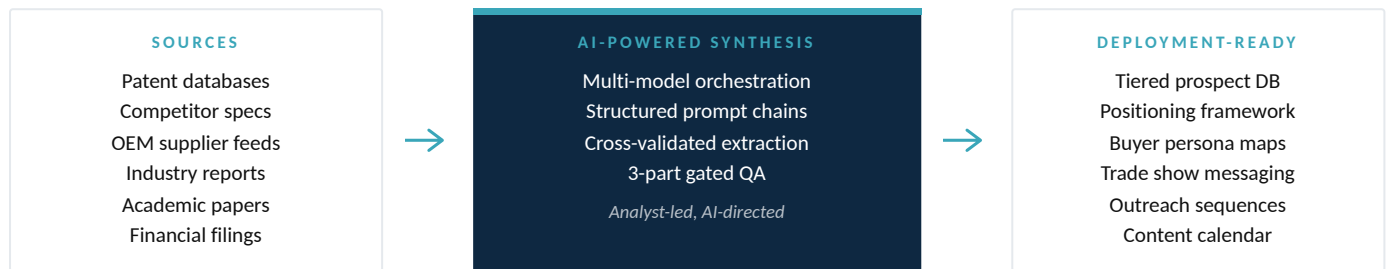
MARKET INTELLIGENCE PIPELINE

METHODOLOGY DEEP-DIVE

Six months of research, **eight weeks to delivery.**

Engineered AI research pipelines — not ad-hoc prompting. Multi-model orchestration directed by judgement at every step.

RESEARCH PIPELINE • RAW INTELLIGENCE TO DEPLOYMENT-READY PLAYBOOK



42 engineered prompts • 90 conversations • 9–14M tokens • 120 document versions • No consultant ramp-up

AI-POWERED FRAMEWORK

AI Models	Claude Opus • ChatGPT • Perplexity
Prompt Architecture	42 numbered prompts • versioned inputs
Extraction	Structured output • cross-validated
QA Framework	22 audits • 5-check framework
Constraint Mgmt	16 rules in Prompt 0 + NDA register
Outputs	68 documents • 120 versions
Scale	90 conversations • 9–14M tokens

IP & DATA POSTURE

- ✓ NDA-compliant throughout. Client's strategic intent stays confidential from first meeting to final deliverable.
- ✓ Final outputs delivered to client; research infrastructure retired after hand-over.
- ✓ All source data cleaned and catalogued — client retains the master intelligence database.
- ✓ Client owns the positioning, prospect database, and message library in perpetuity.
- ✓ Methodology is reusable — the same pipeline applied to adjacent markets in future phases.

GATED QA METHODOLOGY

GATE	WHAT IT CHECKS	OUTCOME
QA 1 • Consistency & NDA	Every claim audited against confirmed specs and NDA register. 5-check framework: omissions, hallucinations, conflicts, reconciliations, scope.	187 findings • 35+ hallucinations caught
QA 2 • Deployment Readiness	Each output classified: Deploy Now, After Verification, Template Only, or NDA-Blocked.	39 of 62 items cleared immediately
QA 3 • SAM-Weighted Prioritisation	47 companies assessed, 20 Tier 1 identified. Revenue model with 3 scenarios. SPOF analysis.	11 qualified • Top 5 = 71% of SAM

Talk to us about a pilot

NO COMMITMENT • CLOUD-BASED DELIVERY • JUST RESULTS