ICPilot

Product Questionnaire for Andreas Förster

From:	Krishi (Development Lead)
To:	Andreas Förster (Albert & Förster Unternehmerberatungs GmbH)
Date:	24 March 2026
Re:	Building the ICPilot SaaS Platform based on your Miro Board

Hi Andreas,

We're turning your Miro board into a real product — **ICPilot**, an AI-powered ICP-to-deal pipeline SaaS. To build this right, I need your input on some key decisions. Please answer the questions below — pick a letter or write your own answer.

Section 1: Your Business & Customers

1) Who is the primary user of ICPilot?

a) B2B sales reps (individual contributors)
b) Sales managers / team leads
c) Founders / CEOs doing their own sales
d) All of the above
e) Other: ___

2) What size companies are your target customers?

a) Solopreneurs / 1-5 employees
b) SMBs (5-50 employees)
c) Mid-market (50-500 employees)
d) Enterprise (500+)
e) Mix of b) and c)

3) What industries will your first customers come from?

a) Consulting / professional services (like Albert & Förster)
b) SaaS / tech companies
c) Manufacturing / industrial
d) Financial services
e) Industry-agnostic — works for any B2B seller
f) Other: ___

4) How many sales reps does a typical customer company have?

a) 1-3 (founder-led sales)
b) 3-10 (small sales team)
c) 10-50 (structured sales org)
d) 50+ (enterprise sales teams)
e) Varies widely

5) What CRM systems do your target customers currently use?

a) HubSpot
b) Salesforce
c) Pipedrive
d) No CRM — spreadsheets / manual
e) Mix — all of the above
f) Other: ___

Section 2: Core 1 — ICP Finder & Product Market Fit

6) When the AI interviews the seller about their product — how should this work?

a) Structured questionnaire (fill out a form)
b) Conversational AI chat (like talking to a consultant)
c) Upload existing materials (pitch deck, website, brochures) and AI extracts info
d) Combination of b) and c)
e) Other: ___

7) How detailed should the ICP profiles be?

a) Basic: Industry, company size, region, key pain points
b) Detailed: + decision-making structure, tech maturity, buying triggers, budget indicators
c) Deep: + psychographic profiles of stakeholders, communication preferences, internal politics mapping
d) Start with a), evolve to c) over time

8) When scanning the market for potential ICPs — what geographic scope?

a) DACH region only (Germany, Austria, Switzerland)
b) Europe
c) Global
d) Configurable per customer

9) How many potential ICP matches should the system find per scan?

a) Top 10 best matches
b) Top 25 with scoring
c) Top 50+ with filtering and sorting
d) As many as possible, with quality score and filters

10) Should the system explain *why* each company is a match (reasoning/evidence)?

a) Yes — detailed reasoning for each match
b) Yes — brief match score + top 3 reasons
c) No — just the list with scores
d) Optional — user can expand to see reasoning

Section 3: Core 2 — ICP Sales Strategist

11) What information about stakeholders is most valuable to sellers?

(Pick all that apply)

a) Name, title, LinkedIn profile
b) Communication style / personality insights
c) Recent social media activity / posts
d) Company news / press mentions
e) Tech stack they use
f) Job postings (signals of growth/change)
g) Funding / financial signals
h) Personal interests / conversation starters
i) All of the above

12) How should the "maturity level" assessment work?

a) Simple: Low / Medium / High readiness score
b) Detailed: Multi-dimension scoring (tech maturity, budget readiness, pain awareness, timing)
c) AI narrative: Written assessment like a consultant would give
d) Combination of b) and c)

13) The board mentions "If the seller already has key accounts they want to sell to, start at this point." How should this work?

a) User pastes a company name/URL and skips Core 1 entirely
b) User imports a list (CSV/CRM sync) and the system enriches all of them
c) User can do both — single company or bulk import
d) Other: ___

14) How fresh should the signal data be?

a) Real-time (checked at time of request)
b) Daily updates for monitored accounts
c) Weekly digest of changes
d) Configurable per account (some real-time, some weekly)

Section 4: Core 3 — Message Market Fit + Sales Strategy

15) What outreach channels should ICPilot generate messages for?

    a) Email (cold outreach)

    b) LinkedIn messages / connection requests

    c) LinkedIn comments on prospect's posts

    d) Phone call scripts

    e) WhatsApp / direct messaging

    f) All of the above

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16) How personalised should the messages be?

    a) Template-based: Same structure, swap in company/person details

    b) Semi-personalised: Adapted tone and hooks based on stakeholder profile

    c) Deeply personalised: Each message references specific signals, posts, news about that person

    d) Let the AI decide the level based on available data

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17) The board mentions "multi-channel approach without being creepy." What does "not creepy" mean to you?

    a) Don't reference personal/private information (family, health, etc.)

    b) Don't mention that we've been monitoring their activity

    c) Reference public information naturally, as if you discovered it organically

    d) Follow specific rules: ___

    e) All of a), b), c)

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18) How should the action plan (sequence of touchpoints) be structured?

    a) Simple: Email → LinkedIn → Follow-up email (3-step)

    b) Medium: 5-7 touchpoints across channels over 2-4 weeks

    c) Complex: 10+ touchpoints over 6-8 weeks with branching logic (if they reply → do X, if not → do Y)

    d) Configurable by the seller

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19) Should ICPilot track whether the prospect opened/replied to messages?

    a) Yes — full tracking (open rates, click rates, reply detection)

    b) Basic — reply detection only

    c) No — just generate the messages, tracking happens in their CRM/email tool

    d) Later feature — not for MVP

Section 5: Core 4 — GTM Marketing Pro

20) The "One-Pagers for each stakeholder" — what format?

    a) PDF document (branded, printable)

    b) Web page / link they can share

    c) Both — PDF + shareable link

    d) Slide format (like a mini pitch deck)

21) The "mini content series (video/audio)" — what exactly do you envision?

a) Written scripts that the seller reads/records themselves

b) AI-generated audio (the seller's voice cloned, or a professional AI voice)

c) Short video scripts with talking points and visual suggestions

d) Podcast-style briefings the seller can listen to as preparation

e) Start with a), evolve to b)/d) later

22) "Develops story lines to address the stakeholders" — what kind of stories?

a) Problem → Solution → Outcome narratives

b) Case study-style stories with data points

c) Emotional hooks / analogies tailored to the stakeholder's industry

d) All of the above, AI picks what fits best

Section 6: Add-On — Sales Coach

23) How should the Sales Coach work?

a) Pre-call: generates a prep sheet with questions and strategy

b) Live: real-time suggestions during a call (like a teleprompter)

c) Post-call: analyses call recording and gives feedback

d) All three

e) Start with a), add the rest later

24) Which qualification frameworks matter most to your customers?

a) BANT (Budget, Authority, Need, Timeline)

b) MEDDIC / MEDDICC

c) SPICED

d) Let the user choose their preferred framework

e) AI suggests the best framework based on the deal

Section 7: Platform & Business

25) How should onboarding work for a new customer?

a) Self-service: sign up, fill in product info, start scanning

b) Guided: AI walks them through setup step by step

c) White-glove: human onboarding call + AI setup

d) b) for most, c) for enterprise

26) Should sellers collaborate within the platform?

a) Yes — teams can share ICPs, strategies, and templates

b) No — each seller works independently

c) Optional — team features available but not required

d) Manager view: managers see all reps' pipelines, reps see only their own

27) What data should the dashboard show at a glance?

(Pick your top 5)

a) Number of ICPs identified
b) Pipeline value
c) Outreach activity (messages sent, replies)
d) Signal alerts (new events at monitored companies)
e) Best opportunities (AI-ranked)
f) Message performance (open/reply rates)
g) Sales coach recommendations
h) Team performance comparison
i) Other: ___

28) How important is data privacy / GDPR compliance?

a) Critical — many customers will be in DACH, must be fully GDPR compliant
b) Important but not a blocker for MVP
c) We'll handle it later
d) Need legal review before launch

29) Pricing model preference?

a) Per seat (per user/month)
b) Tiered plans (Starter / Pro / Enterprise)
c) Usage-based (per ICP researched / messages generated)
d) Hybrid: base seat price + usage credits
e) Figure it out after we validate with first customers

30) What does success look like in 3 months?

a) Working prototype that Albert & Förster uses daily
b) MVP with 3-5 paying beta customers
c) Full platform launched publicly
d) Other: ___

Section 8: Technical Preferences

31) Do you have existing data we can use to seed the system?

a) Yes — customer lists, CRM exports, past research
b) Some — a few key accounts and their notes
c) No — starting from scratch
d) Will provide after kickoff

32) Are there existing tools/platforms you want ICPilot to feel like?

(Examples of what inspired you)

a) Apollo.io
b) HoneySales.io (mentioned on the board)
c) Clay.com
d) LinkedIn Sales Navigator
e) Other: ___
f) None — build something new

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33) Any must-have integrations from day one?

a) LinkedIn
b) Email (Gmail / Outlook)
c) CRM (which one?)
d) Slack / Teams notifications
e) Calendar
f) None — standalone first
g) Other: ___

Open Questions

34) What's the #1 pain point your customers have today that ICPilot must solve?

Your answer:

35) What would make a seller say "I can't live without this tool"?

Your answer:

36) Is there anything on the Miro board that I may have misunderstood or missed?

Your answer:

37) Any competitors or similar tools we should study?

Your answer:

38) Anything else you want to add?

Your answer:

How to respond: Just reply with the question number and your answer letter(s) or text. Example:

> 1) d   2) e   3) a   6) d   34) Sellers spend too much time researching instead of selling

Looking forward to building this together!

— Krishi