

Market entry - worked

Editable framework with a worked example

Market entry: a limited pilot before rollout

Commercial case	Pilot design	Expansion gate
1,000 target accounts	Two territories for 90 days	At least 50 signed accounts
\$2k annual price / account	\$0.15m fixed pilot budget	Annual gross profit at least \$60k
60% gross margin assumed	Sales lead owns conversion	Positive unit economics

Illustrative example. Replace assumptions and evidence before use.