

GTM Research Template

ICP Worksheet

Define your Ideal Customer Profile:

- Company size and industry:
- Key roles and decision-makers:
- Core challenges:
- Desired outcomes:
- Budget and buying process:

Jobs-to-Be-Done (JTBD) Mapping Table

Map your customers' jobs:

- Functional Jobs:
- Emotional Jobs:
- Related Pains and Frustrations:
- Current Workarounds:
- Desired Outcomes:

Competitor Scan Grid

List your top 3-5 competitors and analyze:

- Product strengths:
- Weaknesses or missing features:
- Pricing structure:
- Target audience:
- Messaging style:
- User feedback insights:

Market Gap Prompts

GTM Research Template

Use these prompts to uncover market gaps:

- What needs are not being met?
- Where are users expressing frustration?
- Are there underused or overbuilt features?
- What problems are being solved manually?
- Are there underserved segments?