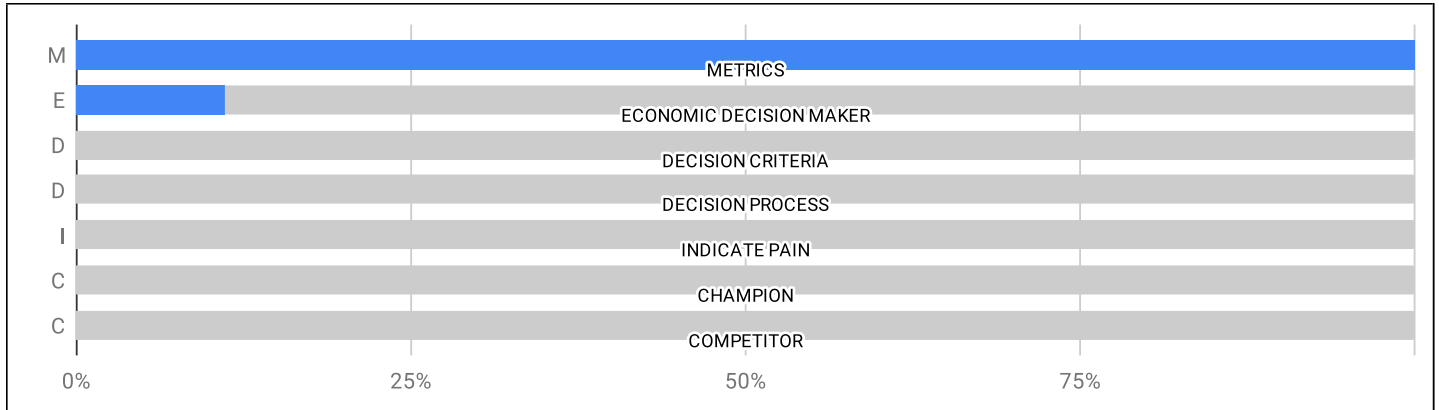


MEDDICC Score Sheet

16%

"This deal"

11/2/21



M METRICS

- Value of time savings we could deliver \$ 100,000
- What could they do with time we save them, and how would value be measured?
- How would they measure value of non-time outcome (ie: buyer experience)?

E ECONOMIC DECISION MAKER

- EDM's Name(s)
- Principle EDM's Role
- Are they aware of this opportunity? Yes or No
- Have you had a meeting with them? Yes or No
- How do you know they have authority & budget?
- How do you know they agree with our value prop & timeline?

D DECISION CRITERIA

- Did you influence the decision criteria? Yes or No
- Does MAP capture their Decision Criteria? Yes or No

D DECISION PROCESS

- Has customer shared Security Review doc? Yes or No
- Does MAP capture their Decision Process? Yes or No

I INDICATE PAIN

Does MAP Value Prop capture specific pain?

Yes or No

Do they agree with any of our key value props?

Manual admin of events is a meaningful expense

To be answered

Buying experience is important

To be answered

Other -- [please add]

To be answered

How do you know they agree this is a pain?

C CHAMPION

Champion's Name(s)

Principle Champion's Role

Have they agreed to make intros?

Yes or No

Have you had a meeting with them?

Yes or No

Why do believe they agree with value prop & timeline?

C COMPETITOR

How do they solve their problem today?

Who are we competing against this sale?