

The Commercial Growth Scorecard

A FORECAST RISK DIAGNOSTIC

Most commercial forecasts assume acceleration that never arrives.

This scorecard assesses whether your market is structurally ready to cross the **Market Belief Threshold**—the point where growth becomes sustained rather than episodic—**before you launch.**

INTERPRETING YOUR RESULTS

The distribution of your responses indicates your current level of forecast risk exposure.

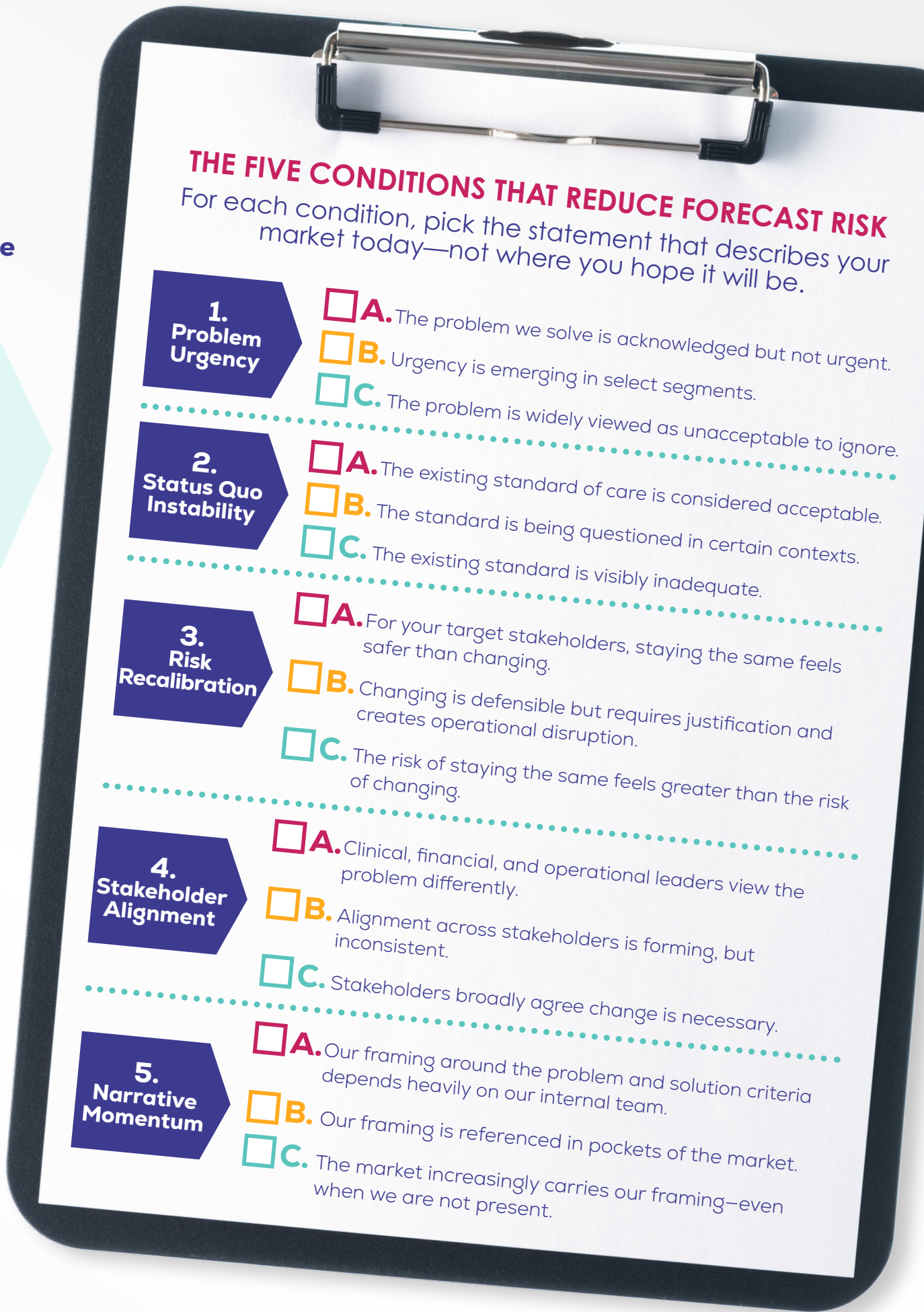
3+ A → Elevated Risk	
What This Means	What To Do
The conditions for resistance to decline aren't in place. Projected acceleration is exposed.	Don't scale spend yet. Strengthen foundational conditions first.

3+ C → Reduced Risk	
What This Means	What To Do
Conditions are broadly present. Resistance is positioned to decline once you commercialize.	Institutionalize the belief shift and defend it through launch.

Mix of B + C → Transitional	
What This Means	What To Do
Conditions are forming but inconsistent. Acceleration is possible, but not supported.	Identify the weak conditions and reinforce them before launch.

IMPORTANT CLARIFICATION

Regulatory approval enables availability. Market preparation drives improved acceleration upon launch.



What to Do Next

This scorecard tells you where you stand. It doesn't tell you what to fix.

The Pivotal Commercial Design Review (PCDR) pressure-tests whether your market is positioned to cross the Market Belief Threshold—and identifies the specific conditions to engineer before you scale spend.

Not marketing due diligence. Commercial risk mitigation. By the time forecast risk shows up in the numbers, correction is far more expensive than prevention.

If you're 12 - 24 months from launch, this is the window.

Get started at hello@greymattermarketing.com.



Grey Matter Marketing
Do what matters.