

PI Budget Readiness Matrix

Marketing spend sequencing without unsupported budget percentages

Use this one-page summary as a discussion aid.

1 Economics

2 Capacity

3 Market

4 Tracking

5 Channel maturity

6 Cash flow

No fabricated benchmarks. Use with the full guide at insights.cliqspark.com.

Find My Next Step: <https://insights.cliqspark.com/find-my-next-step>