

# The UCS ICP & Buyer Struggle Worksheet™

*Clarify who your best customers are—and what they actually care about right now.*

Use this worksheet to define your Ideal Customer Profile (ICP) **and** uncover the real-world struggles that drive decision-making.

## Step 1: ICP & Problem Snapshot

Use this section to quickly define the type of company and decision-maker you're targeting—along with the core problem you're solving.

### Ideal Company Type

- Industry or vertical: \_\_\_\_\_
- Typical size (revenue or headcount): \_\_\_\_\_
- Growth stage or maturity: \_\_\_\_\_

### Key Decision-Maker(s)

- Role or title: \_\_\_\_\_
- Department or function: \_\_\_\_\_
- What do they care about professionally? \_\_\_\_\_

### Reason(s) for Interest

- Problem(s) / Issue(s): \_\_\_\_\_
- Desired Solution(s): \_\_\_\_\_
- How We Can Help: \_\_\_\_\_

## Step 2: What Are They Struggling With?

External Pressures (market, competition, tech shifts):

- \_\_\_\_\_
- \_\_\_\_\_

Internal Pressures (job demands, team gaps, executive expectations):

- \_\_\_\_\_
- \_\_\_\_\_

Philosophical Struggles (what they believe should be true but isn't yet):

- \_\_\_\_\_
  - \_\_\_\_\_
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## Step 3: What's Blocking Progress?

What are they trying to fix, improve, or get unstuck?

- \_\_\_\_\_

What's stopping them? (budget, buy-in, confusion, lack of clarity, etc.)

- \_\_\_\_\_

What are they afraid of getting wrong?

- \_\_\_\_\_
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## Step 4: How Does Your Solution Help?

How does your offer remove friction or risk?

- \_\_\_\_\_

Which part of your platform/service matters most to this ICP?

- \_\_\_\_\_

What quick win or proof point could show value fast?

- \_\_\_\_\_