SERPIFAI

EXECUTIVE DECISION INTELLIGENCE / FICTIONAL SAMPLE

Should Asterline expand, commission bounded validation, or hold?

RECOMMENDATION

Hold broad expansion. Prepare a proposal for buyer validation costing no more than **$8,000**. Do not commission it.

AUTHORIZED TODAY	NEXT REQUEST	EXPANSION
$0	**UP TO $8K**	**$88K HELD**
No expenditure approved	Proposed test cap, not released	Not savings

ILLUSTRATIVE TEST ALLOCATION · NOT SPENDING AUTHORITY



26.7% of $120k

73.3% of $120k

START HERE

Commercial fast path · five stops

Decision 02 | Worked insight 03 | Economics 05 | What you get 06 | Fee + next step 07

Detailed analysis and source registers ↗

All Asterline buyer events, outcomes, budgets and financial inputs are illustrative—not observed client results.

90-SECOND ANSWER

Hold expansion. Prepare one bounded buyer-test proposal.

The decision, insight and next approval without requiring the technical appendix.

THE RECOMMENDATION

Keep the entire $120,000 uncommitted.

Prepare a proposal for buyer validation with a maximum proposed expenditure of **$8,000**. The test is not commissioned, and no spending is authorized.

AUTHORIZED NOW

$0

No test or expansion spend

NEXT PROPOSAL

Up to $8k

Prepare, then request approval

EXPANSION

$88k held

Not a saving or release

THE INSIGHT

The request for more features may conceal an ownership problem.

In the fictional Buyer A case, the incumbent already completes the approval task. Building functionality may therefore solve the wrong problem.

THE ECONOMIC CONSTRAINT

The original downside misses policy by $8,500 per account.

Further validation must test buyer-supported price *and* delivery effort, not interest alone.

NEXT DECISION

Finance assesses whether the proposed learning is worth buying. The authorized capital decision-maker then **approves, rescopes or declines** the exact Stage 1 request in writing.

FICTIONAL CASE · NO LIVE BUYER OBSERVATIONS · NO EXPENDITURE AUTHORIZED

WORKED DECISION / FICTIONAL BUYER A

The buyer asked for features. The analysis changed what deserved funding.

Fictional Buyer A is considering replacing its incumbent approval workflow with V1. This is a synthetic adjudication, not real customer fieldwork.

01

FEATURE REQUEST

"We need enterprise features."

Governance complaints appear to support a product roadmap expansion.

02

EVIDENCE · SYN E02

The incumbent already handles the mandatory job.

The fictional configuration completes the approval and export case.

03

NEW INTERPRETATION

Setup ownership may be the issue.

Additional functionality is not established as the missing value.

THE CHANGED ACTION

Deprioritize feature-led V1 for Buyer A.

Only investigate a separately scoped, costed delivery-assistance V2-S if its buyer benefit and economics can be supported.

WHAT THE ANALYSIS REJECTS

A feature request alone is **not** a buying case or evidence of a product gap.

WHAT WOULD REVERSE THIS

Configured proof of an actual unmet function, or separately supported willingness to pay for a viable V2-S delivery offer.

SYN E02 · The incumbent finding and the resulting decision are fictional teaching fixtures. They do not claim completed live fieldwork.

BALANCED JUDGMENT / FOUR FICTIONAL BUYERS

A good decision brief does not turn every positive signal into demand.

Different buyer circumstances lead to different investment actions.

BUYER / STATUS	DECISIVE FIXTURE	INTERPRETATION	CHANGED ACTION
A · DEPRIORITIZE	Incumbent completes the job	Implementation ownership may be the gap	**No feature-led V1 pursuit**
B · PURSUE NARROWLY	Evidence access unresolved	Buyer-authority route remains plausible	**One bounded V1 commercial check**
C · REJECT	Existing process is adequate	Switching value is insufficient	**End V1 pursuit**
D · RESCOPE	Fixed V1 terms rejected	Different offer would be needed	**Version V2-D; keep evidence separate**

CR1 · SYNTHETIC EXERCISE

1 of 2 required routes illustrated

Only Buyer B retains a fictional fixed-V1 path. This exercise demonstrates the rule, not completed Stage 1 fieldwork or a market conversion rate.

E02 / E04 · SYN. Real commissioning starts from current client records and opportunities, not the synthetic portfolio.

ACCOUNT ECONOMICS / INSPECTABLE MODEL

The original downside misses the chosen policy by $8,500.

The complete fictional base and downside inputs are shown together; the $25k price test is analyzed separately.

Account-level input or result	Original base	Original downside
Annual contract value	**$24,000**	**$16,000**
Annual direct service cost	**$7,200**	**$9,500**
One-time onboarding	**$6,000**	**$10,000**
One-time acquisition	**$5,000**	**$7,000**
Recurring contribution	**$16,800**	**$6,500**
First-year contribution	**+$5,800**	**−$10,500**
Simplified cost recovery	**7.9 months**	**31.4 months**

CHECK THE ARITHMETIC Recurring = ACV − annual service. First year = recurring − onboarding − acquisition. Recovery months = 12 × (onboarding + acquisition) ÷ recurring, if recurring is positive.

HOW THE DOWNSIDE TURNS NEGATIVE

Fictional account model · E07 SYN



POLICY FLOOR −$2,000

SHORTFALL **$8,500**

SEPARATE $25K OFFER HYPOTHESIS

At fixed downside costs ($9.5k service, $7k acquisition), $25k price and $10k onboarding produce −$1.5k first-year contribution—only $500 above the chosen loss floor. At $12k onboarding, it falls to −$3.5k.

SYN model; POL threshold. Contribution is not company profit or cash payback. Shared launch costs, taxes and collection timing are excluded. Full sensitivity follows in supporting analysis.

THE BESPOKE PAID DECISION PRODUCT

One decision. One recommendation you can inspect and act on.

The buyer pays for evidence-led judgment that changes what deserves funding—not another research deck.

Apply the same discipline to your decision.

A recommendation, reasoned alternatives, worked economics, traceable evidence and a reviewable next commitment.

01 · Decision

One recommendation, strongest counter-case and the conditions that reverse it.

02 · Alternatives

Buyer/job-specific substitute comparison and pursue, rescope or reject conclusions.

03 · Economics

Worked financial scenarios *inside the PDF*, inputs, sensitivities and exclusions.

04 · Proof

Source-linked claims, missing evidence and what new evidence changes.

05 · Handoff

Named owners, next-proof steps, stopping rules and decision review triggers.

06 · Discussion

One findings review included in the engagement fee.

WHY IT COMPLEMENTS AN INTERNAL TEAM

It challenges the first explanation, exposes alternative readings and connects the evidence to a bounded decision. The client retains commercial and spending authority.

> The Asterline outcomes are synthetic illustrations of what a scoped analytical engagement can produce; they are not measured SERPIFAI client results.

SCOPE, FEE AND NEXT STEP

Know what the brief costs—and exactly what you receive.

One primary action, with transparent commercial boundaries and no payment at submission.

INDICATIVE BESPOKE DECISION BRIEF

ONE AGREED EXECUTIVE DECISION

€3,000 / $3,500

Fee, applicable tax, turnaround, revision allowance and final depth are agreed in a written scope before paid work.

1 · Send the decision

Share the stakes, deadline, decision owner and available evidence.

2 · Receive a fit answer

FIT, RESCOPE or NOT FIT. **No payment at submission.**

3 · Agree scope

Alternatives, permitted inputs, timing, review, corrections and exclusions.

FREE DECISION SCOPE REVIEW

Find out whether SERPIFAI is a fit for your decision.

One form—not a payment or automatic project commitment.

Start a free Decision Scope Review ↗

SCAN ON DESKTOP · TAP THE LINK ON YOUR PHONE

INCLUDED IN THE FEE

One linked PDF brief with the scoped analytical outputs and one findings review.

SEPARATELY COMMISSIONED

Recruitment, buyer interviews unless agreed, configured trials, rollout, support and ongoing monitoring.

COMPLETION STANDARD

Complete when the agreed decision is answered, material alternatives receive reasoned pursue / rescope / defer / reject conclusions, claims and financial assumptions are traceable, next-proof owners are named, and agreed factual corrections are addressed. Acceptance does not require agreement with the recommendation.

SUPPORTING ANALYSIS & TRACEABILITY · THE COMPLETE REASONING

DECISION CONTRACT

What exactly is being tested—and for whom?

A fixed buyer job prevents changing the question halfway through the evidence.

The buyer and job

Buying group: operations sponsor; IT/Security reviewer; commercial budget owner or procurement route.

Job: route one sensitive approval, handle an exception, and export the record securely.

V1 offer: held constant

One approval workflow · one standard SAML identity connector · CSV evidence export · **no bespoke historical-data migration**.

Price hypothesis: $25k annual contract value (ACV), unvalidated.

WHAT COUNTS AS A QUALIFIED BUYING GROUP

- 01 Distinct organization
- 02 Named operations sponsor
- 03 Specified workflow
- 04 Decision timing
- 05 Budget/procurement path
- 06 Security contact

Two test versions must not be pooled

V1 retains one defined product offer across four evaluations. Buyer A's possible deployment-assistance offer is V2-S, a separate service hypothesis with its own scope, price and evidence.

Preparation of the V1 evidence proposal is an analytical handoff within this example—not a commissioned $8,000 test.
Evidence: E01 SYN · E05 HYP.

DECISION CONSEQUENCE If V1 price or scope changes materially, version the offer, document the reason and assess whether earlier responses remain comparable.

COMPETING EXPLANATIONS

One complaint. Four possible investment decisions.

The first analytical job is to distinguish the cause—not collect more feature requests.

01

FUNCTIONAL GAP

Required approval or export cannot be completed.

Discriminate: Run the exact blocked case; cost the missing function.

02

OWNERSHIP GAP

The tool works, but nobody owns deployment.

Discriminate: Measure training, configuration effort and value of help.

03

PROCUREMENT GAP

Entitlement, identity or proof access blocks sign-off.

Discriminate: Verify tier, configured controls and buyer Security response.

04

SWITCHING GAP

The current way of working is already good enough.

Discriminate: Measure errors, delay, rework and switching costs.

WORKED HYPOTHESIS

Governance requests ≠ enterprise-feature demand.

The exact reason for friction determines whether Asterline should build, deliver, rescope or stop.

DECISION CONSEQUENCE

Use the exact blocked task and buyer-owned acceptance evidence to choose between building, delivering assistance, narrowing scope or stopping. (E02 SYN / E06 HYP)

BUYER B / SUBSTITUTE ADJUDICATION

Buyer B: retain V1 for one bounded commercial check.

No route has passed the buyer's mandatory requirements; disposition is buyer- and job-specific.

BUYER B / SYNTHETIC CONTEXT
Evidence-access need unresolved. The internal-build path lacks a named maintainer. A budget-owner route is recorded in this fictional exercise—but no vendor is buyer-qualified.

MANDATORY QUESTION	EXISTING SUITE	INTERNAL BUILD	CURRENT WORKFLOW	ASTERLINE V1
Approval + auditable export	Capability may exist; buyer entitlement/configuration unverified.	Potential build route; technical feasibility, cost and maintenance ownership unverified.	Manual export exists; burden not measured.	V1 workflow + CSV export; untested.
Security + identity	Confirm tier, access/export coverage and SSO.	Control configuration and assurance unknown.	Approval integrity unverified.	SAML and access acceptance untested.
Implementation owner	Admin/training burden unknown.	Build and support ownership missing.	Manual exception owner unclear.	Bounded delivery hypothesis only.
Whole-life cost	Tier, setup and switching costs unknown.	Build and upkeep TCO unknown.	Ongoing rework cost unmeasured.	$25k price and onboarding unverified.

DISPOSITION
Retain Buyer B for a V1 commercial next step.

STILL REQUIRED
Configured control, owner effort, buyer terms and costed rollout.

ROUTES: Suite—retain, entitlement/configuration unknown · Build—retain, owner and lifecycle cost unknown · Existing workflow—baseline, burden unknown · V1—commercial next step only · Vanta—partial questionnaire specialist, not a full approvals substitute. **Basis:** E04 SYN; V01–V08 DOC.

DECISION CONSEQUENCE
Capital remains unchanged: investigate Buyer B in Stage 1; none of the documented suite, build or status-quo paths has been verified as a losing alternative.

PRICE × DELIVERY SENSITIVITY

Isolated downside-cost sensitivity—not a full G4 pass.

Annual price and one-time onboarding vary; the other fictional downside inputs remain fixed.

FIXED ASSUMPTIONS / SYNTHETIC

Annual direct service $9,500; one-time acquisition $7,000; no scope, timing or overhead changes inside this isolated sensitivity.

ANNUAL PRICE	ONBOARD $9K	ONBOARD $10K	ONBOARD $12K
$24k ACV	−$1.5k MEETS FLOOR	−$2.5k BELOW FLOOR	−$4.5k BELOW FLOOR
$25k ACV	−$0.5k MEETS FLOOR	−$1.5k MEETS FLOOR $500 ABOVE FLOOR	−$3.5k BELOW FLOOR
$26k ACV	+$0.5k MEETS FLOOR	−$0.5k MEETS FLOOR	−$2.5k BELOW FLOOR

Why $25k?

$24k is a separate base scenario. $24.5k is the fixed-cost downside threshold for the −$2k floor. $25k is a fictional price hypothesis for buyer challenge—not observed willingness to pay.

Linked scope change

New delivery-cost evidence updates the V1 economics without changing the V1 offer. A material change to customer price, scope or obligations creates a separately identified offer version; do not pool changed-offer replies with V1.

Simplified recovery = 12 × (one-time onboarding + acquisition) / (ACV − annual direct service), if recurring contribution is positive. Original base and downside inputs, results and recovery calculations appear on page 5. This isolated sensitivity holds service and acquisition costs fixed; it is neither cash payback nor a full G4 case.

DECISION CONSEQUENCE

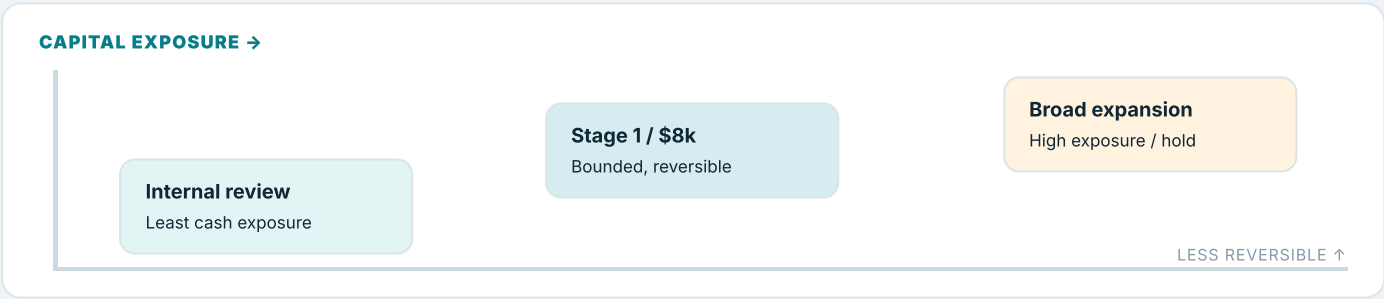
At $25k, $10k onboarding gives −$1.5k: only the isolated downside loss floor is met. At $12k onboarding it fails (−$3.5k). Buyer pricing, base criteria and launch case remain untested.

VALUE OF INFORMATION

Why would learning be worth buying at all?

The budget owner may decide not to commission the research.

EVIDENCE OPTION	WHAT IT BUYS	WHAT IT CANNOT PROVE	DECISION RULE
HOLD	No paid test	May preserve cash; leaves uncertainty unresolved.	Choose if decision need not change soon.
INTERNAL REVIEW	Use existing permitted records	Lowest incremental cash, but staff time and bias remain.	First step when records can already invalidate V1.
NARROW SCREEN	Fewer buying-process contacts; separately scoped	Lower spend, less comparable buyer coverage.	Preferred if it resolves the same decision.
STAGE 1	Up to $8k; four fixed-V1 evaluations	More evidence, still not market validation.	Only if it can change a material decision.



Test only an answerable question

Can budget/procurement owners move the bounded V1 offer forward at $25k, without scope requests that destroy the cost model?

Finance screen before $8k

Compare error exposure against learning cost, existing evidence, cheaper alternatives and the possibility of an early stop. No claimed positive research ROI.

Four exploratory evaluations are not a representative market sample and cannot support a market forecast. Finance may prefer existing records or a narrower screen if those resolve the same decision at lower exposure. (E10 HYP)

DECISION CONSEQUENCE

Prepare a value-of-learning memo first. If cheaper evidence can decide the question, reject the $8k proposal and use the cheaper route.

CAPITAL AUTHORITY / CONDITIONAL RELEASE

Funding is a separate decision after evidence is reviewed.

Every amount below is a maximum proposal, never an automatic release.

AUTHORIZED NOW	TEST CEILING	EXPANSION
$0	$32k	$88k
No release recorded	Conditional maximum	Held for separate case

→ NEW APPROVAL →

01 / CONDITIONAL

01 · Buyer validation

$8,000

Finance feasibility, defined learning question and accessible buyers; exact written approval first.

→ NEW APPROVAL →

02 / CONDITIONAL

02 · Controls + sandbox

$10,000

Job relevance, credible buying progression and viable scoped costs; new approval.

03 / CONDITIONAL

03 · Commercial proof

$8,000

Configured control results, supported buyer terms and costed offer; new approval.

SEPARATE CLOSEOUT / RESERVE: UP TO $6,000

Only after written approval for a specific reconciliation or contingency need; available after any stop, not an automatic fourth stage.

THE AUTHORITY RULE

Finance recommends. Only the authorized capital decision-maker approves the exact amount, expiry and stopping conditions. A gate pass never releases money.

Cost calculation, 28h planned versus 40h operational per buyer, and the $12k external allocation: **inspect the supporting cost record ↗**

STAGE 1 / BUYER TEST

Job relevance alone cannot justify Stage 2.

CR1 is a Stage 1 policy criterion alongside G1 and Finance feasibility—not an additional headline gate.

G1 · job relevance

Two of four qualified groups confirm the same approval-and-evidence job with a documented next step. Early stop is permitted if a decisive disqualifier appears.

CR1 · credible commercial progression

CR1 (chosen policy, E09): at least two dated, buyer-authority steps after presenting the same fixed V1 scope and $25k price hypothesis. Buyers need not accept the terms. Record pricing reviews, procurement actions and objections separately.

01 **Does G1 establish the buyer job?**

No → HOLD / reconsider the target buyer or job.

YES ↓

02 **Does CR1 show two credible fixed-V1 steps?**

No → HOLD / RESCOPE. Interest alone is insufficient.

YES ↓

03 **Does Finance document a viable costed route?**

No → RESCOPE / STOP. Revised costs alone update V1; buyer-facing changes require a separately identified offer version.

YES ↓

CONSIDER STAGE 2 Only a new written decision on a capped proposal can authorize spending.

Credible next step: named owner + dated action + buyer role + unresolved conditions (e.g. pricing review, procurement intake or scoped pilot review). General enthusiasm is not a commercial step. Log sourced versus friendly introductions, refusals and non-responses. Four evaluations are not a market forecast.

TRIAL BUYER SELECTION: If Stage 2 is authorized, choose two distinct qualified Stage 1 organizations with recorded G1 job relevance, CR1 fixed-V1 commercial progression and named Buyer Security contacts. Record selection and exclusions; friendly introductions are not a substitute for these records.

NEXT RECORD REQUIRED: real qualified buyer responses, dated commercial steps and costed V1 scope; keep positive, conditional and negative replies separate.

DECISION CONSEQUENCE DEMONSTRATION OUTCOME: applying these rules to the fictional buyers would NOT support Stage 2 because CR1 is insufficient. No real Stage 1 evaluation has occurred.

EVIDENCE GATES

What is a pass—and what does it permit?

Every gate has an evidence owner, failure action and limit.

G1	**BUYER JOB**	Revenue	**PASS** 2/4 qualified groups confirm the job and a dated next step. **IF FAIL** Reframe segment or hold. **PASS LIMIT** Not price acceptance.
G2	**BUYER CONTROLS**	Buyer Security	**PASS** Both selected trial buyers accept configured mandatory controls or their own documented exceptions. **IF FAIL** Fix, narrow buyer scope or stop. **PASS LIMIT** Not universal procurement readiness.
G3	**SANDBOX EFFORT**	Delivery	**PASS** Each buyer-specific Asterline trial passes Route, Exception and Export with no critical blocker, within 40 operational hours per buyer (page 16). **IF FAIL** Re-scope, re-cost or stop. **PASS LIMIT** Planned 28h each; extra time not funded.
G4	**ACCOUNT ECONOMICS**	Finance	**PASS** Buyer-supported price and costed production estimates meet base recurring contribution ≥55% of ACV, simplified recovery ≤12 months, positive first-year contribution and downside loss no worse than −$2k. **IF FAIL** Record live FAIL; hold expansion. **PASS LIMIT** Pass is not expansion authorization.

CURRENT REAL-WORLD STATUS

G1–G4 and CR1: NOT EVALUATED WITH LIVE BUYERS. The fictional downside fails its chosen scenario policy. CR1 remains a Stage 1 release criterion, not a fifth main gate.

DECISION CONSEQUENCE

G4 needs buyer-supported price and costed rollout estimates; no stage or expansion is funded without the written release decision (page 13).

CONDITIONAL EXECUTION

Work progresses only when evidence and authority allow it.

The schedule pauses when its assumption fails; weeks are not guaranteed stages.

00 BEFORE KICKOFF · FINANCE
Compare internal review, narrow screen and Stage 1; recommend exposure and stops.

01 WEEK 1 · REVENUE
Recruit/access qualified groups, V1 offer, refusals and dated next steps.

02 WEEK 2 · SECURITY
Specify mandatory controls, entitlement checks and sign-off criteria.

03 WEEKS 2–4 · DELIVERY
Two Asterline sandbox configurations; run the three named tests below; plan 28h per buyer.

04 WEEKS 3–5 · REVENUE
Present costed terms to buyer authority; record pricing, objections and conditions.

05 WEEKS 3–5 · FINANCE
Rebuild economics with linked production-cost evidence and cash exposure.

06 AS EVIDENCE ARRIVES · AUTHORIZED CAPITAL DECISION-MAKER
Authorize, rescope or decline each incremental commitment in writing.

THREE REQUIRED SANDBOX TESTS		Run for each selected buyer · G3
ROUTE	**EXCEPTION**	**EXPORT**
Complete an approval using delegated authority.	Reject, reassign or recover an approval.	Retrieve the supporting evidence.
Record role enforcement, outcome and audit trail.	Record permissions, escalation and history.	Record completeness, access and export result.

Configured-test boundary

28 planned hours per buyer; 40h operational acceptance ceiling per buyer; unapproved overrun is not funded. Sandbox activity does not establish full production rollout costs.

If work stops

Pause unreleased work; record obligations already incurred. Finance recommends only necessary reconciliation; the authorized capital decision-maker authorizes closeout separately.

DECISION CONSEQUENCE Delivery records Route, Exception and Export outcomes for each trial buyer; a critical blocker or exceeded funded effort triggers stop / rescope.

COUNTER-CASE / REVERSAL

A genuine deadline can justify speed—not an unearned launch.

A serious opposing case is evaluated at the level of the commitment it supports.

STRONGEST REASON NOT TO WAIT

What if one customer has an enforceable $60k commitment?

Fictional executed agreement requires a rollout start within 30 days, with a defined termination condition if the deadline is missed.

TRIGGER	VERIFY	POSSIBLE ACTION	LIMIT
Executed terms + date	Security, cash, quote	One bounded deployment	No general launch

The separate expansion investment case is still missing

Account ramp and delays · account-level margin · shared enterprise-readiness costs · collection schedule · delivery capacity · maximum funding deficit · downside from late sales.

CONTINUE	EXPAND	PAUSE	REVERSE
Bounded evidence supports next test	Separate cash case approved	Buyer access or terms unresolved	Material disconfirmation

HOW THE ANSWER CAN CHANGE

Authorize a customer-specific commitment only if its costs, terms, security and downside meet the agreed requirements—or a bounded exception records maximum exposure, expiry and stop conditions.

DECISION CONSEQUENCE

A single account may contribute toward shared costs. Repeatable demand requires broader commercial evidence; peak cash exposure requires a separate cash-flow model.

SUPPORTING COST RECORD

Every dollar of the proposed $32k ceiling has a stated basis.

Fictional planning inputs, not vendor quotes or spending authorization.

Workstream / basis	Hours	Cost
Buyer validation / 48h × $100	**48**	**$4,800**
Security review + two sandbox trials / 80h × $100	**80**	**$8,000**
Commercial proof / 48h × $100	**48**	**$4,800**
Review and conditional closeout / 24h × $100	**24**	**$2,400**
Total labor	**200**	**$20,000**

Non-labor planning caps	Amount	State
Buyer access / coordination	**$3,200**	**Illustrative**
Sandbox services / materials	**$2,000**	**Illustrative**
Commercial evidence support	**$3,200**	**Illustrative**
Potential closeout expenses	**$1,600**	**Separately approved**
Unreleased contingency	**$2,000**	**Not available by default**
Total non-labor	**$12,000**	**Not authorized**

HOUR LIMITS ARE DIFFERENT

80h = **24h control review** + two **28h planned** Asterline sandbox trials. The **40h per buyer** operational gate is an acceptance ceiling, not an extra funded budget.

SPEND CONTROL

Unreleased amounts do not become an entitlement. Stopping prevents new commitments but does not cancel obligations already incurred.

Release record: GO/RESCOPE/HOLD · approved cap · evidence IDs · revised costs · open obligations · expiry · owner and written approval. Policy exceptions do not turn failed evidence into passes.

SOURCE / EVIDENCE APPENDIX

CASE EVIDENCE / E01–E07

Evidence is classified by what it can actually prove.

Canonical E01–E14 record, part 1: buyer fixtures, commercial hypotheses and modeled inputs.

ONE EVIDENCE LANGUAGE PUB published · DOC vendor documentation · SYN fictional fixture · HYP untested proposition · POL chosen rule · GAP missing evidence · OBS actual permitted observation (none claimed).

ID / CLASS	MATERIALITY	CLAIM / ROLE	WHAT CHANGES IT	LIMIT
E01 SYN	CORE	Buyer job / fixed V1 offer	Client-approved job and offer scope	Not observed
E02 SYN	CRITICAL	Buyer A incumbent adequacy	Configured buyer evidence	No live buyer
E03 SYN	CONTEXT	Illustrative 7/12 + 2/5 signals	Actual CRM records	Not measured
E04 SYN	CRITICAL	Buyer B/C/D outcomes	Live buyer records	Exercises only
E05 HYP	CRITICAL	$25k annual V1 offer	Budget-owner terms	Not accepted price
E06 HYP	HIGH	Separate V2-S delivery offer	New scope and economics	Not V1 demand
E07 SYN	CRITICAL	Base + downside cost cases	Validated unit inputs	Not actual account

No statistical confidence is assigned to fictional inputs or untested propositions. "Decision-critical" describes importance, not certainty. All E IDs remain stable across this edition.

DECISION CONSEQUENCE These claims guide the fictional decision. They do not substitute for buyer-confirmed configuration, commercial terms or delivered economics.

SOURCE / EVIDENCE APPENDIX

CASE EVIDENCE / E08–E14

The remaining claims govern thresholds and missing proof.

Canonical E01–E14 record, part 2: policy rules, funding rationale, counter-case and unverified dependencies.

EVIDENCE KEY: See the complete type definitions on page 19. All E01–E14 IDs retain the same meaning throughout.

ID / CLASS	MATERIALITY	CLAIM / ROLE	WHAT CHANGES IT	LIMIT
E08 POL	GOVERNING	55% / 12mo / −$2k rules	Approved policy update	Not benchmarks
E09 POL	CRITICAL	G1 and CR1 chosen test criteria	Written policy change / test records	Decision rules, not buyer results
E10 HYP	HIGH	Value-of-learning question	Finance decision-error memo	No established study ROI
E11 SYN	HIGH	$60k deadline exception	Executed legal/customer proof	No actual agreement
E12 GAP	CRITICAL	Live pricing + production cost	Buyer terms + rollout quote	G4 untested
E13 GAP	CRITICAL	Launch cash / shared costs	Cash, ramp, capacity model	Expansion blocked
E14 POL	GOVERNING	Written release authority	Authorized signed record	No auto-release

DECISION CONSEQUENCE E12 and E13 are the critical missing records: no live account-economics pass and no expansion-cash authorization can be claimed.

SOURCE / EVIDENCE APPENDIX

PUBLISHED BUYER RESEARCH

Use external research to design a better buyer test.

Five direct publisher references, each with a decision use and an explicit claim limitation.

PUBLISHED RESEARCH / PRIMARY PUBLISHERS

R01 · McKinsey
B2B Pulse 2024 · 2024-09-12
Nearly 4,000 B2B decision-makers; 13 countries, 34 sectors.
Buyer-channel design only; not Asterline demand.

R02 · McKinsey
Global B2B Pulse 2026 · 2026-05-28
Nearly 4,000 respondents, 13 countries; average ten buying channels.
Test consistent buying information; not Asterline conversion.

R03 · Gartner
Rep-free B2B buyer preferences · 2025-06-25
61% of 632 buyers preferred an overall rep-free experience (2024 fieldwork).
Accessible source evidence; not proof of purchase.

R04 · Gartner
Buying-group conflict · 2025-05-07
74% of buying teams showed unhealthy conflict; association with 2.5x high-quality deals.
Align decision roles; association is not causal SERPIFAI ROI.

R05 · Gartner
AI-insight validation by buyers · 2026-05-20
69% of 645 buyers preferred a sales rep to validate AI insights (2025 fieldwork).
Include verification step; not Asterline buyer evidence.

DOCUMENT CONTROL
RC33 · OCTOBER 2026 · SYNTHETIC DECISION SAMPLE · DECISION OWNER: ASTERLINE AUTHORIZED CAPITAL DECISION-MAKER · ANALYTICAL OWNER: SERPIFAI · LIVE BUYER OBSERVATIONS: NONE · EXPANSION AUTHORIZATION: NONE

DECISION CONSEQUENCE
Buyer preference and purchasing-friction studies inform how evidence is presented; they cannot stand in for Asterline buying or financial records.

SOURCE / EVIDENCE APPENDIX

OFFICIAL VENDOR DOCUMENTATION

A capability claim is not a buyer-qualified substitute.

Eight linked records on entitlement, controls, configuration and what still needs buyer acceptance.

VENDOR SOURCE LINKS / CLICK TO INSPECT

V01 · Asana ↗
Audit Log API
Enterprise+ / qualifying Legacy Enterprise or Enterprise with add-on; service account.

V02 · monday.com ↗
Audit logs
Enterprise admins only; configured buyer requirement untested.

V03 · monday.com ↗
SAML SSO
Published SSO configuration; buyer setup/tier must be checked.

V04 · ClickUp ↗
Workspace audit logs
Check actual entitlement, events, access and export.

V05 · ClickUp ↗
SAML / SCIM
Identity configuration documented; no buyer sign-off implied.

V06 · Vanta ↗
Questionnaire automation
Partial security-questionnaire alternative in this comparison only.

V07 · Microsoft ↗
Power Automate data policies
Platform administrative controls; governance work still needed.

V08 · Microsoft ↗
Power Automate licensing
Actual buyer license, build cost and upkeep remain unknown.

DECISION CONSEQUENCE

Vendor documentation defines what to inspect. None of these records proves configured buyer acceptance or an Asterline market win.