

InfraRader AI

Customer Personas & Ideal Customer Profile

Customer Personas & ICP

Target Customer Analysis and Segmentation

Confidential & Proprietary

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Contents

1 Executive Summary

This document defines InfraRader AI's Ideal Customer Profile (ICP) and detailed customer personas, providing a comprehensive understanding of our target market segments and their specific needs, challenges, and decision-making processes.

1.1 Key Objectives

- Define primary and secondary customer segments
- Create detailed personas for each target role
- Understand customer pain points and success metrics
- Map decision-making processes and buying criteria
- Develop targeted messaging and sales strategies

2 Ideal Customer Profile

2.1 Primary ICP: Global Contractors & Developers

- **Company Size:** \$500M+ annual revenue
- **Geographic Focus:** MENA region with global operations
- **Project Types:** Large-scale infrastructure (datacenters, energy, transportation)
- **Technology Adoption:** Early adopters of AI and data analytics
- **Budget Authority:** \$100K+ annual software budget

2.2 Secondary ICP: Investment Firms & Lenders

- **Company Size:** \$1B+ assets under management
- **Investment Focus:** Infrastructure and emerging markets
- **Decision Makers:** CFOs, Investment Directors, Risk Managers
- **Technology Requirements:** API integration, real-time data feeds
- **Budget Authority:** \$250K+ annual data and analytics budget

3 Customer Personas

3.1 Persona 1: CFO - Global Contractor

Name: Sarah Chen, CFO at Global Infrastructure Partners

Background:

- 15+ years in infrastructure finance
- MBA from top-tier business school
- Previous experience at McKinsey and Goldman Sachs

- Based in Dubai, manages \$2B+ portfolio

Goals & Objectives:

- Optimize capital allocation across projects
- Minimize project risks and cost overruns
- Demonstrate ROI to board and investors
- Maintain competitive advantage in bidding

Pain Points:

- Limited visibility into project progress
- Difficulty predicting delays and cost overruns
- Manual due diligence processes
- Pressure to make quick investment decisions

Success Metrics:

- Project success rate improvement
- Reduction in cost overruns
- Faster due diligence completion
- Improved portfolio returns

Decision-Making Process:

- Evaluates ROI and risk reduction potential
- Consults with technical and operational teams
- Reviews vendor references and case studies
- Approves budget and contract terms

3.2 Persona 2: VP Strategy - Infrastructure Developer

Name: Ahmed Al-Rashid, VP Strategy at MENA Development Corp

Background:

- 12+ years in infrastructure development
- Engineering degree with MBA
- Previous roles at Bechtel and AECOM
- Based in Riyadh, leading expansion initiatives

Goals & Objectives:

- Identify new market opportunities
- Develop competitive strategies
- Expand into adjacent markets

- Build strategic partnerships

Pain Points:

- Limited market intelligence and insights
- Difficulty identifying emerging opportunities
- Lack of competitive analysis tools
- Manual market research processes

Success Metrics:

- New market penetration
- Competitive win rate improvement
- Strategic partnership development
- Revenue growth from new markets

Decision-Making Process:

- Analyzes market potential and competitive landscape
- Collaborates with business development team
- Presents recommendations to executive team
- Manages implementation and execution

3.3 Persona 3: Project Manager - Construction Company

Name: Maria Rodriguez, Senior Project Manager at ConstructPro

Background:

- 10+ years in construction project management
- Civil engineering degree with PMP certification
- Experience with large-scale infrastructure projects
- Based in Cairo, managing multiple concurrent projects

Goals & Objectives:

- Deliver projects on time and within budget
- Minimize project risks and issues
- Optimize resource allocation
- Maintain client satisfaction

Pain Points:

- Limited real-time project visibility
- Difficulty predicting and managing risks
- Manual progress tracking and reporting

- Communication gaps with stakeholders

Success Metrics:

- Project completion on schedule
- Budget adherence and cost control
- Risk mitigation effectiveness
- Client satisfaction scores

Decision-Making Process:

- Evaluates operational efficiency improvements
- Consults with technical teams
- Presents business case to management
- Manages implementation and training

3.4 Persona 4: Investment Director - Infrastructure Fund

Name: James Thompson, Investment Director at Global Infrastructure Fund

Background:

- 18+ years in infrastructure investment
- CFA charterholder with MBA
- Previous experience at Blackstone and Brookfield
- Based in London, managing \$5B+ portfolio

Goals & Objectives:

- Identify high-return investment opportunities
- Conduct thorough due diligence
- Manage portfolio risk and performance
- Generate superior returns for LPs

Pain Points:

- Limited access to reliable project data
- Time-consuming due diligence processes
- Difficulty assessing project risks
- Pressure to deploy capital efficiently

Success Metrics:

- Investment IRR and returns
- Portfolio risk management
- Due diligence efficiency

- LP satisfaction and retention

Decision-Making Process:

- Analyzes investment thesis and risk-return profile
- Collaborates with investment committee
- Reviews detailed due diligence reports
- Approves investment decisions and terms

4 Customer Journey Mapping

4.1 Awareness Stage

- **Triggers:** Project delays, cost overruns, competitive pressure
- **Information Sources:** Industry publications, conferences, peer networks
- **Key Activities:** Research solutions, attend webinars, download content
- **Pain Points:** Information overload, vendor confusion

4.2 Consideration Stage

- **Evaluation Criteria:** ROI, ease of implementation, vendor credibility
- **Key Activities:** Demo requests, pilot discussions, reference checks
- **Decision Makers:** Multiple stakeholders involved
- **Pain Points:** Long sales cycles, complex approval processes

4.3 Decision Stage

- **Decision Factors:** Price, features, support, integration capabilities
- **Key Activities:** Contract negotiation, implementation planning
- **Success Criteria:** Clear ROI metrics, implementation timeline
- **Pain Points:** Budget constraints, change management challenges

4.4 Onboarding Stage

- **Success Factors:** Training, support, quick time-to-value
- **Key Activities:** Data integration, user training, process optimization
- **Success Metrics:** User adoption, data quality, initial results
- **Pain Points:** Technical integration, user resistance

4.5 Expansion Stage

- **Growth Opportunities:** Additional features, new use cases, team expansion
- **Key Activities:** Feature adoption, advanced training, strategic planning
- **Success Metrics:** Usage growth, value realization, renewal likelihood
- **Pain Points:** Feature complexity, scaling challenges

5 Messaging Framework

5.1 CFO Messaging

Primary Message: "Reduce project investment risks and improve portfolio returns through verified, real-time infrastructure intelligence."

Supporting Points:

- Quantified risk reduction and cost savings
- Improved due diligence efficiency
- Enhanced portfolio performance
- Competitive advantage in bidding

5.2 VP Strategy Messaging

Primary Message: "Gain competitive advantage and identify new opportunities through comprehensive market intelligence and predictive analytics."

Supporting Points:

- First-mover advantage on opportunities
- Comprehensive competitive analysis
- Strategic market insights
- Partnership development support

5.3 Project Manager Messaging

Primary Message: "Deliver projects on time and within budget through real-time monitoring and predictive risk management."

Supporting Points:

- Real-time project visibility
- Early warning systems
- Automated reporting and communication
- Risk mitigation and management

5.4 Investment Director Messaging

Primary Message: "Make better investment decisions and manage portfolio risk through comprehensive project intelligence and due diligence support."

Supporting Points:

- Enhanced due diligence capabilities
- Improved investment selection
- Portfolio risk management
- Superior returns and performance

6 Sales Strategy

6.1 Lead Generation

- **Content Marketing:** Industry reports, webinars, thought leadership
- **Events:** Industry conferences, trade shows, networking events
- **Partnerships:** Consulting firms, industry associations, technology partners
- **Referrals:** Customer referrals, partner recommendations

6.2 Sales Process

1. **Qualification:** ICP fit, budget authority, decision timeline
2. **Discovery:** Pain points, success metrics, decision process
3. **Demo:** Customized demonstration, use case scenarios
4. **Pilot:** Limited scope trial, proof of concept
5. **Proposal:** Detailed proposal, pricing, implementation plan
6. **Negotiation:** Contract terms, pricing, implementation timeline
7. **Close:** Contract execution, implementation kickoff

6.3 Success Metrics

- Lead generation and conversion rates
- Sales cycle length and velocity
- Customer acquisition cost (CAC)
- Customer lifetime value (CLV)
- Net promoter score (NPS)

7 Conclusion

This customer persona and ICP analysis provides a comprehensive foundation for InfraRader AI's go-to-market strategy. By understanding our target customers' specific needs, challenges, and decision-making processes, we can develop more effective messaging, sales strategies, and product development priorities that drive customer success and business growth.