

Devkraft Marketing

Dimensions for building ICPs-Approach

1. I had originally done 3 main dimensions for finding out ICPs
2. Instead of Demographic/company/industry level, I focussed on the various behavioural cues we can use to make some ICPs.
3. My goal was to only do this for Online presence(website/linkedin), however using some AI help, it came to give me 3 additional dimensions (more on buying behaviour and how easy it would be to convert the ICP).
4. The first three dimensions helps us build a generic segment, and the next three in combination can give us a good taste of some ICPs
5. These are rough dimensions, given paucity of time, we can go ahead and start work on them.
6. I found 9 working ICPs, but there are tons more that can be done.

ICP Dimensions

Dimension	High	Medium	Low
D1: AI Adoption Stage	Advanced (Production AI at scale)	Growth (1-2 pilots moving to production)	Awareness (No deployments, exploring)
D2: AI Enthusiasm	Champion (Evangelizes internally)	Pragmatist (Selectively embraces for specific problems)	Skeptic (Questions hype, wants proof)
D3: Function/Role	Cross-functional (CDO, CTO)	Department-specific (VP Marketing, Head CS)	Observer (Compliance, Risk, Analyst)
D4: Buying Behavior	Active (Budget approved, evaluating NOW)	Planning (Budget likely, timeline 6-12mo)	Exploring (No budget, research mode)
D5: Org Readiness	High (Good infrastructure, skills, culture)	Medium (Some capabilities, gaps exist)	Low (No infrastructure, legacy heavy)
D6: Value Alignment	Clear (Specific metrics, realistic ROI)	Emerging (General goals, learning)	Unclear (Vague expectations, no KPIs)

DevKraft's Positioning:

- Small size (<100 folks)
- **Core Capabilities:** AI services, Data & Analytics, RPA, Cloud Enablement, Product Engineering
- **Recent AI Evolution:** Pivoting to GenAI, LLMs, RAG, AI Agents
- **Service Model:** On-demand product teams, managed services, consulting + implementation
- **Client Base:** HealthTech, Banking, Mobility sectors (enterprise clients)

Our Core message :

1. We are the reliable "implementation partner" - not the visionary strategy firm, not the cutting-edge research lab, but the trusted team that **actually makes AI work in production** for mid-to-large enterprises.
2. We marry Startup speed with Enterprise grade solutions
3. Perfect for Companies who would be looking for implementation.



ICP #1: The Transformation Leader

Who: CDOs and Digital Transformation VPs at mid-market enterprises (\$500M-\$5B revenue) in BFSI, Healthcare, Manufacturing

Why US: They have AI pilots that work but can't scale to production - exactly where your DevOps, MLOps, and enterprise integration expertise shines

Deal Size: \$200K+

Proof: Demonstrated AI heft and implementation at enterprise levels.

ICP #2: The Functional AI Optimizer (Priority: 9/10)

Who: VP Marketing, Head of Customer Service, Operations Directors at large enterprises with department-level AI budgets

Pain points: They've bought AI tools but struggle with integration and adoption - your on-demand product teams can customize and connect everything

Deal Size: \$100K-\$500K annually

Volume Play: Faster sales cycles (3-6 months), more opportunities (30-40% of GITEX attendees)

CP #3: The Overwhelmed AI Entrepreneur

Who: Founders of Series A AI-first startups who need to scale infrastructure without scaling costs

Pain point: They're burning cash on infrastructure.

We show our devops chops and solve cost/scalability for them.

Deal Size: \$25K-\$200K annually (but today's startup is tomorrow's enterprise)

Strategic Value: Fast deals, future whales, bleeding-edge experience

ONE-SENTENCE PITCH BY ICP

ICP #1 - Transformation Leader: *"We take AI pilots that work and scale them to production with 95% uptime while reducing costs 40-60%."*

ICP #2 - Functional Optimizer: *"We integrate and optimize AI for specific functions - marketing, customer service, operations - with proven ROI in 90 days."*

ICP #3 - AI Entrepreneur: *"We've helped 30+ AI startups scale infrastructure while cutting costs 40-60%, so you can focus on growth, not DevOps fires."*

Others (If Asked): *"We help enterprises implement and scale AI systems - from pilots to production. Which stage are you at?"*

Answering: "What Separates Hype from Transformation?"

For Each ICP:

AI-Native Builders: Look for architectural innovation, not just wrapper companies. Ask: "Can this only exist because of AI, or is AI just making it incrementally better?"

Transformation Leaders: Transformation = measurable behavior change at scale. Hype = PowerPoint decks and dashboards no one uses.

Functional Optimizers: Transformation solves your specific workflow pain. Hype is generic "AI-powered" features that don't address root causes.

AI Entrepreneurs: Transformation = customers pulling your product because it creates undeniable value. Hype = you pushing features customers don't need.

Linkedin Sample Posts (GITEX focussed-Transformation leader)

Your AI pilot worked beautifully with 100 users.

Now you have 10,000 users and: ❌ Response times went from 2s to 45s ❌
Costs exploded 50x ❌ System crashes twice a week ❌ Your team is firefighting
24/7 Sound familiar?

This is the "pilot to production" gap. And it's where 70% of AI projects die.

We've solved this 30+ times.

Meeting at GITEX Oct 13-17?

[Link to booking] #GITEX2025 #AIScaling

Linkedin Sample Posts (GITEX focussed-Functional Optimizer)

VP of Customer Service: Your chatbot has a 40% abandonment rate.

Not because the AI is bad.

Because: - It's not integrated with your CRM - Hand-off to humans is broken -

It can't handle 80% of real queries -

The UX is frustrating

We've fixed this for telecom, banking, and healthcare companies. At GITEX next week? Booth [#].

Let's fix your chatbot. #GITEX2025 #ConversationalAI #CustomerService

Sample Posts 3—Transformation ICP

Most companies aren't ready for AI. Not because they lack vision. Because they lack: → Clean data → Proper infrastructure → Clear success metrics → Change management capability Build the foundation FIRST. Then add AI on top. Shortcut this? You'll just burn money faster. Thoughts? #AI #DigitalTransformation

