STAR TIER: PILLAR 1 - BRAND CORE STORY & IDEATION

Focus: Internalization, Market Leadership, and "The North Star" for Scaling. Moving from "Documented Strategy" to "Living Culture."

SUB-SECTION 1.1: STRATEGIC INTERNALIZATION (THE CULTURE OS)

At the Star level, the strategy must live inside the team, not just the founder's head. It becomes the Operating System.

1. **The "Veto" Test:** Can you cite a specific example in the last 6 months where you rejected a profitable opportunity solely because it violated your Mission or Values? (If the answer is "No," your values may just be suggestions).
2. **Values Operationalization:** Have you translated your abstract Core Values into specific, behavioral metrics used in employee performance reviews? (e.g., Instead of "Integrity," do you measure "Owned a mistake publicly"?).
3. **Vision Cascading:** Does every department head (Sales, Ops, HR) have a specific 1-3 year roadmap that explicitly connects their daily KPIs to the company's 10-Year Vision?
4. **The "Why" Retention:** When you conduct exit interviews, do employees leave primarily for transactional reasons (salary) or relational reasons (culture mismatch)? (Star brands retain talent via Mission).
5. **Brand Champions:** Do you have a formal or informal group of "Brand Ambassadors" within the team who are empowered to call out leadership if they stray from the core values?
6. **The Onboarding "Imprint":** Does your onboarding process for new hires focus more on "Why we exist" (Culture) than "How to use the software" (Logistics) in the first week?
7. **Decision Autonomy:** If a junior employee faced a complex dilemma and couldn't reach a manager, would the Core Values provide enough clarity for them to make the right decision alone?

SUB-SECTION 1.2: MARKET DOMINANCE & POSITIONING

Moving from "Competing" to "Leading."

8. **Category Design:** Are you still competing for market share in an existing category (e.g., "Better CRM"), or are you actively trying to name and claim a new category entirely (e.g., "Inbound Marketing")?
9. **The "Enemy" Evolution:** Has your "Brand Enemy" evolved from a specific competitor (e.g., "McDonald's") to a broader philosophical concept (e.g., "Processed Food" or "Short-term thinking")?
10. **Reputation Audit:** Do you track and measure "Brand Sentiment" (how people *feel* about you) as a distinct metric from "Sales Revenue" (what people buy)?
11. **Thought Leadership:** Is your leadership team recognized as industry experts who are invited to speak, write, or consult on the *future* of the industry, not just your product features?

12. **Price Elasticity:** Do you have the pricing power to raise your rates without losing a significant portion of your customer base? (A key indicator of Brand Strength).
13. **The "Only-ness" at Scale:** As you have grown, has your "Unique Value Proposition" diluted, or has it become sharper?

SUB-SECTION 1.3: RESILIENCE & LONG-TERM VISION

Preparing for the marathon, not just the sprint.

14. **Crisis Resilience:** If a major PR crisis or "Cancellation" event hit your brand tomorrow, does your Core Story have enough "Trust Capital" banked with the public to survive it?
15. **The 3-Year Horizon:** Do you have a documented strategic roadmap that visualizes exactly where the brand will be in 36 months, or are you still planning quarter-to-quarter?
16. **Succession of the "Soul":** If the founder stepped down tomorrow, is the Brand Core Story documented clearly enough that a new CEO could run the company without breaking its soul?
17. **Innovation alignment:** Do you have a filter to ensure that new product innovations reinforce the Core Story, rather than just chasing a market trend that dilutes the brand?

SUB-SECTION 1.4: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. You must have these formalized to manage a scaling organization.

Strategic Architecture:

- [ ] **The Brand Book (Advanced):** A comprehensive digital or printed bible detailing the philosophy, history, and behavior of the brand (not just a logo guide).
- [ ] **Strategic Roadmap (3-Year):** A documented plan connecting high-level brand goals to specific business revenue targets.
- [ ] **Crisis Communication Strategy:** Pre-written messaging protocols and chain-of-command for potential PR disasters.
- [ ] **Employer Branding Strategy:** A specific strategy document for marketing to *talent* (recruitment), distinct from marketing to *customers*.

Internal Culture Assets:

- [ ] **Culture Code / Handbook:** A detailed manual on "How we work here" (The Operating System) given to every hire.
- [ ] **Vision & Value Artifacts:** Physical posters, murals, or desktop backgrounds displaying values in the workspace to ensure visibility.
- [ ] **Brand Ambassador Program:** Documented guidelines for internal brand champions or a "Culture Committee."

Market Intelligence:

- [ ] **Brand Sentiment Report:** A periodic report (Quarterly/Annual) measuring public perception, NPS, and social listening data.
- [ ] **Category Design Manifesto:** A white paper or book defining the new market category you are building.

STAR TIER: PILLAR 2 - VISUAL IDENTITY

Focus: Scalability, Systems, and Asset Management. Managing the brand across multiple teams, regions, and channels without losing the "Soul."

SUB-SECTION 2.1: SYSTEMATIC DESIGN & SCALABILITY

Can the brand survive and thrive without the original Creative Director watching every pixel?

1. **Modular Design System:** Do you have a "Modular Design System" (UI Kits, Component Libraries, Atomic Design elements) that allows non-designers or junior teams to build on-brand assets rapidly?
2. **Global Consistency:** If you operate (or plan to operate) in multiple regions, cities, or platforms, is the visual experience 100% identical and instantly recognizable across all of them?
3. **Motion Identity:** Have you defined how your brand *moves*? Do you have specific guidelines for transition styles, animation speeds, and video behavior?
4. **Sonic Branding:** Do you have a defined "Audio Identity"? This includes an audio logo (mnemonic), specific playlists, or background soundscapes associated with your brand.
5. **Photography Ownership:** Do you own a proprietary library of custom brand photography, or are you still relying on stock photos that competitors might use?
6. **Illustration System:** Do you have a custom, proprietary illustration style or icon set that is unique to your brand, rather than using generic icon packs?
7. **Data Visualization Style:** Do you have specific guidelines for how your brand presents data (charts, graphs, infographics) to ensure even your reports look "on brand"?

SUB-SECTION 2.2: ASSET MANAGEMENT & GOVERNANCE

Organizing the chaos of a growing asset library.

8. **Digital Asset Management (DAM):** Do you use a professional Digital Asset Management system (like Brandfolder, Air, or a structured server) to tag, organize, and control file access, or is it a messy Google Drive?

9.
   Template Governance: Are your core templates (Decks, Social, Docs) "locked" in a way that allows employees to change text/images but prevents them from destroying the layout or fonts?
10.
   Vendor Control: Do you have a specific onboarding packet or "Brand Kit" for external agencies and freelancers to ensure they don't break brand rules when creating work for you?
11.
   Version Control: Do you have a clear system for retiring "old" assets (like previous logos or outdated photos) so that no employee accidentally uses them?
12.
   Compliance Audits: Do you perform regular "Visual Audits" of your own channels to catch inconsistencies (e.g., rogue fonts, stretched logos) before customers notice?

SUB-SECTION 2.3: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. These assets are required for maintaining quality at scale.

Advanced Guidelines & Systems:

- [ ] **Digital Brand Center:** An online portal or wiki hosting all guidelines and downloadable assets (moving beyond a static PDF).
- [ ] **Motion / Video Style Guide:** Documented rules for animation, lower thirds, transitions, and video pacing.
- [ ] **Sensory Guidelines:** Documented rules for music, scent, or physical textures (if applicable).
- [ ] **Illustration / Iconography System:** A library of custom icons and illustrations with usage rules.
- [ ] **Data Visualization Guide:** Rules for styling charts, graphs, and infographics.

Production & Library Assets:

- [ ] **Proprietary Image Library:** A searchable database of high-res, owned photography (Team, Product, Lifestyle).
- [ ] **Video / B-Roll Library:** A collection of branded footage ready for editing.
- [ ] **Master Slide Deck (Advanced):** A comprehensive presentation template with 20+ pre-designed layout options.
- [ ] **Merchandise Guidelines:** Specific rules for what can and cannot be printed on swag/apparel (fabric quality, logo placement).
- [ ] **Email Marketing Design System:** Modular templates for newsletters and automated flows.
- [ ] **Advertizing Asset Library:** Pre-approved creative sets for paid media teams.

STAR TIER: PILLAR 3 - PRODUCT EXPERIENCE

Focus: Optimization & User Journey Mapping. Tweaking the 1% for maximum impact and turning customers into advocates.

SUB-SECTION 3.1: JOURNEY OPTIMIZATION & MAPPING

From "Good Service" to "Frictionless Engineering."

1. **Journey Mapping:** Do you have a visual **"Customer Journey Map"** that identifies every single touchpoint, from the first ad impression to the 5-year loyalty mark?

2. **Friction Audits:** Do you regularly audit your "Customer Effort Score" (CES)? specifically measuring how *hard* it is for a customer to buy, return, or get help?

3. **Drop-off Analysis:** Do you know the exact drop-off rate at each stage of your funnel (e.g., "We lose 40% at checkout, 10% during onboarding"), and do you have a specific project to fix the biggest leak?

4. **The "Peak-End" Rule:** Have you engineered a specific "Peak Moment" (a surprise, a delight, or a high-value interaction) and a strong "End" to the experience, knowing that this is what humans remember most?

5. **Service Blueprinting:** Do you have a "Service Blueprint" that maps the *internal* operations (back-stage) required to support the *external* customer experience (front-stage)? ,

SUB-SECTION 3.2: DATA-DRIVEN CX & FEEDBACK

Moving from "Anecdotes" to "Metrics."

6. **Automated Feedback Loops:** Is customer feedback collected instantly and automatically after key interactions? (e.g., An NPS email triggers 7 days after delivery, a CSAT poll triggers after a support ticket closes) .

7. **Sentiment Tracking:** Do you track "Net Promoter Score" (NPS) and can you break it down by customer cohort (e.g., "Our NPS is high for new users but low for old users")?

8. **Churn Autopsy:** Do you have a mandatory "Exit Interview" or survey process for high-value customers who leave, to understand the *root cause* of churn?

9. **Support Proactivity:** Does your support team reach out to customers *before* they know they have a problem (e.g., "We noticed your shipment is delayed, here is a discount"), or is it 100% reactive?

10. **The "Slush Fund":** Do your frontline employees have a pre-approved budget (e.g., $50/month) to fix problems or delight customers without asking a manager for permission?

SUB-SECTION 3.3: RETENTION & LOYALTY ENGINEERING

Turning buyers into "Members."

11. **Personalization at Scale:** Does the product experience adapt to the user? (e.g., "Welcome back, Sarah," recommending items based on past purchase history, or remembering their coffee order).

12.
    Loyalty Infrastructure: Do you have a formal Loyalty Program (Points, Tiers, or VIP Access) that incentivizes repeat behavior, or just a generic email list?

13. **VIP Segmentation:** Do you treat your top 1% of customers (Whales) significantly differently than the bottom 50%? (e.g., Exclusive access, dedicated account manager, special packaging).

14. **Community Integration:** Is the product experience enhanced by other users? (e.g., A user group, forum, or leaderboard that keeps them engaged).

15. **Win-Back Campaigns:** Do you have automated flows specifically designed to "wake up" dormant customers who haven't bought in 6 months?

SUB-SECTION 3.4: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. You must have these systems to manage experience at scale.

Experience Architecture:

- [ ] **Customer Journey Map:** (Visual diagram of the user path).
- [ ] **Service Blueprint:** (Internal diagram showing ops support).
- [ ] **NPS / CSAT Dashboard:** (Live view of customer sentiment metrics).
- [ ] **Churn Analysis Report:** (Monthly breakdown of lost customers).
- [ ] **Customer Effort Score (CES) Protocol:** (Method for testing friction).

Retention & Loyalty Assets:

- [ ] **Loyalty Program Materials:** (Membership cards, apps, or portal design).
- [ ] **Re-engagement Email Flows:** (Automated copy for inactive users).
- [ ] **VIP / High-Tier Packaging:** (Exclusive unboxing experience for top clients).
- [ ] **Customer "Surprise & Delight" Kit:** (Pre-approved gifts/swag for support teams to use).

STAR TIER: PILLAR 4 - MARKET PLAN

Focus: Omnichannel, Automation, and Scalable Revenue Engines.

SUB-SECTION 4.1: OMNICHANNEL DOMINANCE

Being everywhere, efficiently.

1. **Omnichannel Synchronization:** Is your messaging synchronized across Email, Ads, Social, and SMS? (e.g., If they see an Instagram ad, do they get a matching email and see a retargeting banner with the same creative?) .
2. **Channel Diversification:** Are you dependent on a single algorithm (e.g., just Meta Ads), or do you have at least 3 proven, scalable acquisition channels to protect against platform risk?
3. **CAC vs. LTV Mastery:** Do you know your exact "Customer Acquisition Cost" (CAC) and "Lifetime Value" (LTV) for *each* channel separately? (e.g., "LinkedIn leads cost more but stay longer than TikTok leads") .
4.
   PR & Media Relations: Do you have a retained PR agency or a dedicated internal role focused on earned media, press features, and industry awards? ,
5. **SEO Domination:** Are you ranking for "High Intent" keywords (people ready to buy) or just generic terms? Do you have a content engine producing SEO assets weekly?

SUB-SECTION 4.2: THE SALES ENGINE & ENABLEMENT

Arming the team to win.

6.
   Sales Enablement: Does your sales team have a library of "Battlecards" (cheat sheets on how to beat specific competitors) and "Case Studies" for every industry you serve? ,
7.
   Interactive Demos: Do you use high-end, interactive software demos or video walkthroughs that allow prospects to "feel" the product before buying?
8.
   RFP Management: (If B2B) Do you have a library of pre-written, legally approved answers for "Request for Proposals" (RFPs) to speed up bidding?
9. **Pipeline Automation:** Is your CRM set up to automatically move leads through stages based on their behavior (e.g., "Clicked pricing page 3 times" -> Moves to "Hot Lead")?
10. **Partnership Ecosystem:** Do you have a formal "Affiliate" or "Referral Partner" program with a dashboard, tracking, and commission structure?

SUB-SECTION 4.3: MARKETING AUTOMATION (MARTECH)

Making money while you sleep.

11. **Behavioral Triggers:** Do you have complex automated flows based on user behavior? (e.g., Abandoned Cart -> SMS -> Wait 4 Hours -> Email -> Retargeting Ad) .
12. **Data Enrichment:** Do you use tools to "enrich" your leads? (e.g., Auto-filling their company size and revenue based on their email address).
13. **Attribution Modeling:** Do you have a model to understand *which* touchpoint actually drove the sale? (First touch? Last touch? Multi-touch?).

14. **Content Repurposing Engine:** Do you have a dedicated process to turn one "Pillar Piece" (like a webinar) into 20 assets (Clips, Blog, Quote Cards, Emails)?

SUB-SECTION 4.4: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. These assets prove you have a mature engine.

Growth & Media Assets:

- [ ] **Marketing Automation Map:** (Visual diagram of email/SMS flows).
- [ ] **PR / Media Kit (Digital):** (Advanced press room with hi-res assets).
- [ ] **Influencer / Ambassador Guidelines:** (Rules for engaging with creators).
- [ ] **Annual Marketing Report:** (Detailed analysis of ROI and KPIs).
- [ ] **Ad Creative Library:** (Organized database of tested ad variations).

Sales Enablement Assets:

- [ ] **Interactive Product Demo:** (Software or video).
- [ ] **Competitor Battlecards:** (Internal cheat sheets for sales).
- [ ] **RFP / Proposal Library:** (Pre-written modular answers). ,
- [ ] **Affiliate / Partner Dashboard:** (Portal for partners).

STAR TIER: PILLAR 5 - TECHNOLOGY & ACCESSIBILITY

Focus: Integration, Security, and Enterprise-Grade Infrastructure. Moving from "Tools that work" to "Systems that scale."

SUB-SECTION 5.1: INTEGRATION & AUTOMATION ARCHITECTURE

Does your technology work as a unified ecosystem?

1. **API Ecosystem:** Do your core tools (CRM, Email, Website, Accounting, Project Management) automatically "talk" to each other via API integrations or middleware (like Zapier/Make), or does data sit in isolated silos?
2. **Single Source of Truth:** Do you have one centralized dashboard that displays the health of the entire business (Sales, Ops, Marketing) in real-time, or do you have to log into 5 different platforms to get the truth?
3. **Scalability Stress Test:** If your traffic or sales volume tripled overnight, would your current tech stack crash, or does it have auto-scaling capabilities?
4. **Legacy Debt:** Are you holding onto any "legacy" software simply because it is too painful to migrate, even though it slows down the team?
5. **Custom Development:** Have you moved beyond "out of the box" SaaS solutions to building proprietary custom tools or internal apps that give you a competitive advantage?

SUB-SECTION 5.2: DATA SOVEREIGNTY & SECURITY

Protecting the asset.

6. **Data Sovereignty:** Do you maintain a raw backup of your customer data on a server you physically or legally control, or is your entire business reliant on a third-party platform (e.g., Shopify, Meta) not banning you?
7. **Access Governance:** Do you have "Role-Based Access Control" (RBAC) where employees only see the data they need, and access is instantly revoked when they leave?
8. **Cybersecurity Protocols:** Is Two-Factor Authentication (2FA) mandatory for every single company account? Do you run phishing simulations or security audits on your own team?
9. **Uptime & Redundancy:** Do you have automated monitoring that alerts you via SMS/Call if your website goes down? Do you have a "Hot Backup" ready to switch on if the main server fails?
10. **GDPR/CCPA Compliance:** (If Global) Is your data handling fully compliant with international privacy laws, including "Right to be Forgotten" protocols?

SUB-SECTION 5.3: ADVANCED ACCESSIBILITY (WCAG)

Inclusivity as a standard.

11. **WCAG Compliance:** Is your digital presence compliant with WCAG 2.1 AA standards (e.g., screen reader compatibility, keyboard navigation) to ensure accessibility for users with disabilities?
12. **Inclusive Design:** Do you test your user interface (UI) with color-blindness simulators or actual diverse user groups before launching new features?

SUB-SECTION 5.4: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. Required for enterprise readiness.

Infrastructure & Security Assets:

- [ ] **Tech Stack Diagram:** (Visual map showing how all software connects/integrates).
- [ ] **Data Backup Protocol:** (Documented routine for daily/weekly backups).
- [ ] **Information Security Policy:** (Rules for passwords, devices, and access).
- [ ] **Incident Response Plan:** (Steps to take during a cyberattack or outage).
- [ ] **Accessibility Audit Report:** (Verification of WCAG standards compliance).

Operational Tech Assets:

- [ ] **API Documentation:** (If you have custom tools).
- [ ] **Internal Wiki / Knowledge Base:** (Searchable "Google" for your company).
- [ ] **Disaster Recovery Plan:** (How to rebuild if everything is deleted).

STAR TIER: PILLAR 6 - BRAND ACTIVATION

Focus: Rituals, Legacy, and Cultural Gravity. Creating moments that define the industry.

SUB-SECTION 6.1: STRATEGIC RITUALS & EVENTS

Creating gravity that pulls the market to you.

1. **The Signature Event:** Do you host a major annual event (Conference, Gala, Festival, Award Show) that brings the entire industry together and positions you as the host?
2. **Sacred Rituals:** Does your brand have "Sacred Rituals" that are famous in your niche? (e.g., A specific yearly report, a "Founder's Day," or a unique unboxing tradition).
3. **Activation Cadence:** Do you have a "Always-On" layer of activation (daily/weekly) *plus* "Tentpole" moments (quarterly) that create spikes in attention?
4. **Co-Branding Strategy:** Do you partner with other "Star" brands for limited-edition product collaborations or shared campaigns to cross-pollinate high-value audiences?
5. **Experiential Marketing:** Do you invest in physical or immersive digital experiences (Pop-ups, VR, Metaverse) that allow people to "step inside" the brand story?

SUB-SECTION 6.2: IMPACT & CSR (CORPORATE SOCIAL RESPONSIBILITY)

Integration, not just donation.

6. **Strategic Impact:** Is your social impact work integrated into the business model (e.g., "Buy one, Give one" or "1% for the Planet"), or is it just a random donation at the end of the year?
7. **Advocacy:** Does the brand use its platform to lobby for changes that align with its values, even if it is politically risky?
8. **Community Leadership:** Do you run a "Community Ambassador" program where you empower your best customers to host their own events or meetups on your behalf?

SUB-SECTION 6.3: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. Assets that prove cultural weight.

Event & Experience Assets:

- [ ] **Annual Event Branding Suite:** (Full design system for your signature event: Stage, Badges, App).
- [ ] **Experiential Guidelines:** (Rules for how pop-ups or physical spaces must look/feel).
- [ ] **Partnership Pitch Deck:** (High-end presentation for potential collaborators).
- [ ] **Webinar / Workshop Library:** (Branded educational content repository).

Impact & Community Assets:

- [ ] **CSR / Impact Report:** (Public annual document detailing social good).
- [ ] **Community Guidelines:** (Rules for user-generated content and forums).

- [ ] **Ambassador Program Kit:** (Swag and guides for community leaders).

STAR TIER: PILLAR 7 - TEAM BRANDING

Focus: Employer Branding & Leadership Pipeline. Building a machine that builds leaders.

SUB-SECTION 7.1: THE EMPLOYER BRAND (EVP)

Marketing to talent as aggressively as you market to customers.

1. **Employer Value Proposition (EVP):** Do you have a clear, documented "EVP" that answers: "Why should a high-performer join us instead of Google/Competitor?"?
2. **Talent Marketing:** Do you have a dedicated budget and strategy for "Recruitment Marketing" (e.g., Life at [Brand] Instagram, Behind-the-scenes blogs)?
3. **Alumni Network:** Do you treat former employees as "Alumni" (like a university) with a dedicated network/newsletter, or are they treated as "Traitors" once they leave?
4. **The "Bar Raiser":** Do you have a specific interviewer in the hiring loop whose *only* job is to ensure the candidate raises the average cultural level of the team?

SUB-SECTION 7.2: CULTURE AS AN OPERATING SYSTEM

Scaling the soul.

5. **Internal Pulse:** Do you measure "Employee Net Promoter Score" (eNPS) quarterly to track the health of your culture with the same rigor you track customer satisfaction?
6. **Leadership Development:** Do you have a formal internal program to train future leaders (e.g., "Manager Training Academy"), or do you just promote people and hope they figure it out?
7. **Recognition Systems:** Do you have a systematic way to recognize and reward behavior that aligns with values (e.g., Peer-to-peer bonus systems, Annual Culture Awards)?

SUB-SECTION 7.3: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. Assets for a mature organization.

Recruitment & Employer Brand:

- [ ] **Employer Branding Strategy:** (Documented plan for talent acquisition).
- [ ] **Recruitment Video:** (High-quality "Life at [Company]" production).
- [ ] **Careers Page:** (Optimized landing page selling the company culture).
- [ ] **Candidate Experience Map:** (Journey map for the hiring process).

Internal Culture Assets:

- [ ] **Culture Deck:** (Public-facing slide deck explaining how you work).

- [ ] **Performance Review Framework:** (Review system linked explicitly to Core Values).
- [ ] **Internal Newsletter:** (Regular digest for the team).
- [ ] **Leadership Handbook:** (Guide for managers on how to lead "The [Brand] Way").

STAR TIER: PILLAR 8 - SECURITY & TRUST

Focus: Governance, IP Protection, and Investor Readiness. Protecting the Empire.

SUB-SECTION 8.1: GOVERNANCE & COMPLIANCE

Running a tight ship.

1. **IP Audit:** Do you conduct an annual audit of all intellectual property (Trademarks, Copyrights, Patents, Domains) to ensure nothing has expired or is being infringed?
2. **Crisis Simulation:** Do you run "Fire Drills" or tabletop exercises for potential PR crises or data breaches to test your team's reaction speed?
3. **Supply Chain Transparency:** Can you prove the ethics and origin of your supply chain if an investigative journalist asked tomorrow?
4. **Board Reporting:** (Even if private) Do you produce a formal Board Pack or Quarterly Report that holds leadership accountable to strategic goals?

SUB-SECTION 8.2: INVESTOR RELATIONS (IR)

Ready for capital or exit.

5. **Due Diligence Readiness:** If an investor wanted to buy you tomorrow, is your "Data Room" (legal, financial, IP docs) ready to go, or would it take 3 months to organize?
6. **Investor Storytelling:** Do you have a specific "Investor Pitch Deck" that sells the *business case* (Growth, EBITDA), which is different from the *Brand Deck*?
7. **Financial Audits:** Are your financials audited or reviewed by a reputable third-party accounting firm?

SUB-SECTION 8.3: ASSET INVENTORY (THE CHECKLIST)

The "Star" Filter. Governance assets.

Protection & Governance:

- [ ] **Trademark Portfolio:** (List of all registered marks globally).
- [ ] **Crisis Management Manual:** (Detailed protocols and chain of command).
- [ ] **IP Assignment Agreements:** (Contracts ensuring the company owns all employee work).
- [ ] **Compliance Calendar:** (Schedule of all legal/tax filings required).

Financial & Investor Assets:

- [ ] **Annual Report:** (Strategic and financial review).
- [ ] **Investor Pitch Deck:** (Current version for fundraising/updates).
- [ ] **Virtual Data Room:** (Secure folder structure for due diligence).
- [ ] **Cap Table:** (Up-to-date ownership registry).