

BroadAxis Executive Go/No-Go Decision Matrix

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BroadAxis Executive Go/No-Go Decision Matrix

Overview

This Go/No-Go decision matrix provides a structured framework for evaluating potential business opportunities based on BroadAxis's core competencies, strategic objectives, and risk tolerance. The matrix is designed to facilitate objective decision-making when considering new project opportunities or RFP responses.

How to Use This Matrix

1. Score each criterion on a scale of 1-5 (1 = Poor/High Risk, 5 = Excellent/Low Risk)
2. Multiply each score by the assigned weight to calculate the weighted score
3. Sum the weighted scores to determine the final score
4. Compare the final score against the decision thresholds:
 - 4.0-5.0: Strong Go - Pursue aggressively
 - 3.0-3.9: Conditional Go - Pursue with specified conditions

- 2.0-2.9: Cautious Go - Pursue with mitigation plan
- Below 2.0: No-Go - Do not pursue

Strategic Alignment

Criterion	Weight	Score (1-5)	Weighted Score	Comments
Alignment with BroadAxis core services (Cybersecurity, Cloud, BI, AI, IT Consulting)	0.15			
Potential to leverage BroadAxis MBE/HUB certification	0.10			
Opportunity for public sector engagement (GSA)	0.05			
Strategic client relationship value	0.10			
Strategic Alignment Subtotal	**0.40**			

Technical Capability & Resource Availability

Criterion	Weight	Score (1-5)	Weighted Score	Comments
Experience with required technologies (Snowflake, Azure, AWS, etc.)	0.10			
Availability of qualified technical resources	0.10			
Ability to meet security/compliance requirements	0.05			
Ability to meet timeline and deliverable expectations	0.05			
Technical Capability Subtotal	**0.30**			

Financial Considerations

Criterion	Weight	Score (1-5)	Weighted Score	Comments
Projected profit margin	0.10			
Payment terms and cash flow impact	0.05			
Upfront investment requirements	0.05			
Financial Considerations Subtotal	**0.20**			

Competitive Position

Criterion	Weight	Score (1-5)	Weighted Score	Comments
Competitive advantage (technical expertise, past performance)	0.05			
Relationship with decision makers	0.03			

| Incumbent status (if applicable) | 0.02 | | |
| ****Competitive Position Subtotal**** | ****0.10**** | | |

Final Decision

Category	Weight	Subtotal Score	Weighted Score
Strategic Alignment	0.40		
Technical Capability & Resource Availability	0.30		
Financial Considerations	0.20		
Competitive Position	0.10		
****TOTAL****	****1.00****		
****Final Decision:**** _____

Approval Signatures

Role	Name	Signature	Date
Executive Sponsor			
Technical Lead			
Financial Approver			

Additional Considerations

Risk Assessment

Risk Factor	Probability (H/M/L)	Impact (H/M/L)	Mitigation Strategy

Opportunity-Specific Notes

- Client background and history with BroadAxis
- Special considerations (technical, financial, or strategic)
- Key decision points and timeline

BroadAxis Delivery Methodology Alignment

The opportunity should align with BroadAxis's structured delivery methodologies:

1. ****Discovery & Design****

- Requirements gathering through stakeholder workshops
- Architecture and security assessments
- Solution design documentation

2. ****Implementation & Development****

- Following industry best practices and standards
- Agile/Waterfall/Hybrid approach as appropriate
- Quality control and testing protocols

3. ****Deployment & Support****

- CI/CD pipeline integration
- User training and documentation
- SLA-driven support model

Decision Documentation

Document the rationale for the Go/No-Go decision, including:

- Key factors influencing the decision
- Conditions or contingencies (if applicable)
- Lessons learned for future opportunity assessments