

BroadAxis Executive Go/No-Go Decision Matrix

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Purpose

This Go/No-Go decision matrix is designed to help BroadAxis leadership make objective, data-driven decisions about which opportunities to pursue. The matrix assesses opportunities across key strategic, financial, technical, and competitive dimensions to ensure alignment with company objectives and optimal resource allocation.

Instructions

1. Rate each criterion on a scale of 1-5 (1 = Very Unfavorable, 5 = Very Favorable)
2. Calculate weighted scores based on established weights
3. Sum total weighted score
4. Use decision threshold: $\geq 75\%$ = Go, 60-74% = Further Discussion, $< 60\%$ = No-Go

Opportunity Overview

- **Opportunity Name**: [Insert Name]
- **Client/Agency**: [Insert Client]
- **Estimated Contract Value**: [Insert Value]
- **Contract Duration**: [Insert Duration]
- **RFP/Solicitation #**: [Insert Number]
- **Response Due Date**: [Insert Date]
- **Evaluator(s)**: [Insert Names]
- **Evaluation Date**: [Insert Date]

Strategic Criteria (Weight: 25%)

Criterion	Weight	Rating (1-5)	Weighted Score	Comments
Alignment with BroadAxis strategic goals	7%			
Potential for follow-on business	5%			
Enhances core capabilities	5%			

Builds valuable past performance	5%	
Creates strategic partnerships	3%	
Strategic Subtotal	**25%**	

Financial Criteria (Weight: 25%)

Criterion	Weight	Rating (1-5)	Weighted Score	Comments
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Profitability (expected margin)	8%			
Revenue potential	5%			
Payment terms and conditions	5%			
Risk of scope creep	4%			
Cash flow implications	3%			
Financial Subtotal	**25%**			

Technical Criteria (Weight: 20%)

Criterion	Weight	Rating (1-5)	Weighted Score	Comments
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Technical alignment with BroadAxis expertise	7%			
Technical complexity and risk	5%			
Current resource availability	5%			
Technology stack compatibility	3%			
Technical Subtotal	**20%**			

Competitive Criteria (Weight: 20%)

Criterion	Weight	Rating (1-5)	Weighted Score	Comments
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Strength of competition	6%			
Incumbent advantage/disadvantage	5%			
BroadAxis competitive advantage	5%			
Client familiarity with BroadAxis	4%			
Competitive Subtotal	**20%**			

Compliance & Operational Criteria (Weight: 10%)

Criterion	Weight	Rating (1-5)	Weighted Score	Comments
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Timeline feasibility 3%
Compliance requirements 3%
Geographic considerations 2%
Security/clearance requirements 2%
Compliance Subtotal **10%**

Decision Summary

Category Weight Category Score Weighted Category Score
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Strategic 25%
Financial 25%
Technical 20%
Competitive 20%
Compliance & Operational 10%
TOTAL SCORE **100%**

Decision Outcome

- ****Total Weighted Score****: [Calculate]
- ****Decision Threshold****:
- $\geq 75\%$ = GO
- 60-74% = Further Discussion Required
- $< 60\%$ = NO-GO
- ****Final Decision****: [GO / FURTHER DISCUSSION / NO-GO]

Key Decision Factors

[Document primary reasons for the decision]

Approval Signatures

Role Name Signature Date
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Business Development Lead
Technical Lead
Financial Lead

Additional Notes

[Document any critical insights, concerns, or follow-up actions]

This decision matrix template aligns with BroadAxis's commitment to strategic growth, operational excellence, and client-focused delivery.