

unmasterd	
Domain	unmasterd.com
Category	Consulting
Sector	Marketing Research & Strategy
About	unmasterd produces positioning and go-to-market (GTM) strategy consulting to sharpen scalable sales solutions. Today, unmasterd supports brands with its signature strategic planning reports — EIR, DB, and ORG —to provide unmatched insights across teams to understand Industry Growth Rates, Account Performance, Forward-Looking Strategies and CRM Activity. unmasterd is dedicated to building the best alliances of this generation.
Summary	We produce unmatched solutions. We help teams plan, pitch & position more strategically. And support alliances with exclusive evidence-based research.
USP	Focus on most accurate data for the strategic process.
UVP	Make the most out of limited resources.
Attitude	Resist more, obey less.
Fonts	<ol style="list-style-type: none"> 1. Consolas 2. Arial 3. Handwriting

unmasterd STP	
Segment	Early tenured individuals who value creative research.
Target Group	Nationwide brands, with growing sales teams.
Positioning	<p>High-quality insights with exclusive accessibility to licensed databases.</p> <ol style="list-style-type: none"> 1. Find New Businesses 2. Save Money 3. Save Time 4. Understand Clients Better 5. Strategic Planning

unmasterd Portfolio	
Products	<ol style="list-style-type: none"> 1. SAP 2. DB 3. ORG

unmasterd SWOT	
Strength	<ol style="list-style-type: none"> 1. Access to licensed databases 2. Signature Style 3. Experience to get information 4. Custom-qualification process 5. Strong clientele to use 6. Access & exp with Adobe for better design
Weakness	<ol style="list-style-type: none"> 1. No social media presence 2. Weak website presence 3. No official office 4. Sales skills for consulting
Opportunity	<ol style="list-style-type: none"> 1. Zoominfo, Sales Navigator, Trade Show, Job Posting for quick prospects 2. IBISWorld SF Report of research-enthusiast people 3. Exploring LinkedIn for branding and sample posting 4. Value-based pricing for SAP
Threat	<ol style="list-style-type: none"> 1. Internal GTM teams

unmasterd Competition	
Competitors	<ol style="list-style-type: none"> 1. IBISWorld 2. FirstResearch 3. ZoomInfo 4. ReferenceUSA 5. Privco 6. Mintel 7. Statista 8. NAICS

Website

1. Homepage (simple, minimal navigator)
2. SAP (Strategic Account Planning – EIR + DB)
 - i. EIR (Enterprise Insight Report) – music, vinyl feel
 - ii. DB (Database) – animation studio feel
3. Guides (PDF Download on how to read report)
4. Technique (Process of research)
5. Projects (Cover of reports w/ end deal hover over)
6. Sample (Download EIR + DB)
7. Contact (email + message)