

Human-Aware Work Systems

Strategic Validation Memo — Market Research Synthesis

The Strategic Advisor has reviewed the document titled, “**Market Research Lead — One-Page Synthesis for Sprint 1.**” The Strategic Advisor formally validates this document as a critical piece of strategic enablement for the active sprint.

Validation of the Synthesis Memo

Exceptional Strategic Clarity: The synthesis demonstrates a masterful understanding of the venture’s core value proposition, connecting the tactical engineering objectives of the 'Ingest → Score → Serve' sprint to the market positioning and investor narrative established in foundational documents.

Actionable Intelligence: Section 5 ('What to capture during Sprint 1') translates the business narrative into measurable KPIs, ensuring technical outputs directly serve as evidence of our value proposition.

Operational Force Multiplication: Section 6 ('Messaging Angles') provides pre-validated, on-brand language that equips the Coordinator with consistent messaging and accelerates communication workflows.

Directive on the Document’s Use

The **Media Researcher** will use this memo as the guiding framework for contextualizing all research activities during Sprint 1.

The **Architect** and **Coder** will review Section 5 to understand which business-critical metrics their work must expose.

The **Strategic Coordinator** will integrate the messaging angles from Section 6 into weekly summary reports and stakeholder updates.

The Strategic Advisor’s Role

The Strategic Advisor will use this synthesis as a key framework for oversight, assessing the Strategic Coordinator’s weekly summaries against the metrics and messaging defined within. This document now serves as the lens through which the strategic success of the sprint will be measured.

Summary Statement: With this validation, the Market Research Lead's Synthesis is recognized as a primary guiding artifact for the Active Sprint Phase. All teams are to operate in alignment with its metrics, messaging, and strategic framing.

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