

The Exofunnel

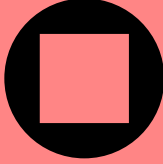
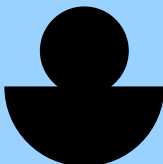
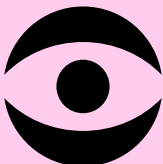
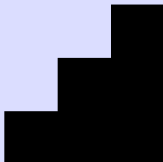
Proof Point Canvas

Company Name:

Date:

Version:



Column 1: Buyer Questions	Columns 2-6: Rate Your Proof Points				
 Proof-of-Product Does the solution offer the functionality we need?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - What is the current state of the solution?					
1 Functionality - Is there a detailed overview of product/service features? 2 Product demo - Can we see the solution in action? 3 Scalability / Flexibility - Can the solution easily handle growing volumes? 4 Compatibility / Integrations - Does it work with other solutions? 5 Quality standards - Is there external expert validation of the solution's quality? 6 Are there other product-related proof points?					
 Proof-of-Value Will this solution help us reach our business goals, and at what cost?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - What value will the solution bring to us?					
1 Benefits - Is there an overview of business benefits? 2 Pricing - Is there a clear pricing structure? 3 Total-Cost-of-Ownership (TCO) - What are the total costs of operating the solution? 4 Business Impact / ROI - What is the projected Return on Investment? 5 Payment options - Are there multiple ways for payments? 6 Are there other value-related proof points?					
 Proof-of-Source Can we trust the people behind this solution?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - Who is delivering that value?					
1 Leadership - What is the background and experience of the leadership team? 2 Ownership / Funding - Who are the owners and how is the company financed? 3 Legal history - Are there current or historical lawsuits we need to be aware of? 4 Background check - Can we find details at the Chamber of Commerce/credit bureaus? 5 Contact details - Is there a physical location we could visit? 6 Are there other source-related proof points?					
 Proof-of-Vision Will this solution work well for us in the future?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - Where are they going with the solution?					
1 Founder story - What was the initial thought sparking the company? 2 Company vision - In which direction will the company develop in the future? 3 Thought leadership - Is the vision applied to trends and shared with the public? 4 Associated gurus/Evangelists/Advocates - Who is driving and supporting this vision? 5 Analysts reviews - How do expert analysts rate this company? 6 Are there other vision-related proof points?					
 Proof-of-Ethics Does this company share our ethical values?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - Under which ethical conditions?					
1 Work culture - Is there a description of the shared values and belief systems? 2 Governance standards - Is there a formal code of conduct? 3 Employer rating/reviews - What do employees say about the company/management? 4 Environmental responsibility - How do they contribute to a more sustainable industry? 5 Social responsibility - How do they contribute to better "Human Rights, Respect & Care" 6 Are there other ethics-related proof points?					
 Proof-of-Guidance Will we get help with setup, solution adoption, and through support?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - How is the seller going to help me be successful?					
1 Services - Does the vendor offer services to help reaching customer objectives? 2 Partners - Is there a partner network to help reaching customer objectives? 3 Guides/Manuals - What are the options for do-it-yourself learning and problem solving? 4 Academy/Training - What are the options for assisted learning? 5 Customer Success/Helpdesk - Whom can I contact for advice/ad-hoc problem-solving? 6 Are there other guidance-related proof points?					
 Proof-of-Compliance Does this solution meet (local) laws and quality standards?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - Will the seller keep me out of legal troubles?					
1 Privacy statement - Is there a protocol description? 2 Data protection - Is there a protocol description? 3 Legal compliance - Is there a protocol description? 4 Safety / security - Is there a protocol description? 5 Intellectual property - Is there a protocol description? 6 Are there other compliance-related proof points?					
 Proof-of-Validation Who else uses this solution, and what do they think of it?	★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Proof Points - What do others say about the experiences with this vendor?					
1 Customer statistics - Indication on the number of clients and individual users? 2 Customer logos - Which companies used the tool before me? 3 Customer reviews - What are the independent user experiences with the product? 4 Case-studies - Are there case studies available? 5 Community - Is there an active and organized group of users sharing best practices? 6 Are there other validation-related proof points?					

Comments: