

Customer segmentation & scoring

Score 1–5 per column
Average the row
Highest = your ICP

List 3–6 candidate segments. Score each from 1 (low) to 5 (high) on every question, then average the row. The highest average is your current best-fit ICP. If you cannot answer a cell, leave it blank and treat it as a research task, not a low score.

CUSTOMER SEGMENT	SEGMENT SIZE reachable, not TAM	PAIN SIZE intensity × frequency	PRODUCT FIT today, not roadmap	PPC FUNNELS? proof it converts	CAN PAY budget + authority	RESULT average
Segment 1						
Segment 2						
Segment 3						
Segment 4						
Segment 5						
Segment 6						

A single 1 disqualifies a segment regardless of its average — a 1 is a wall, not a weight.