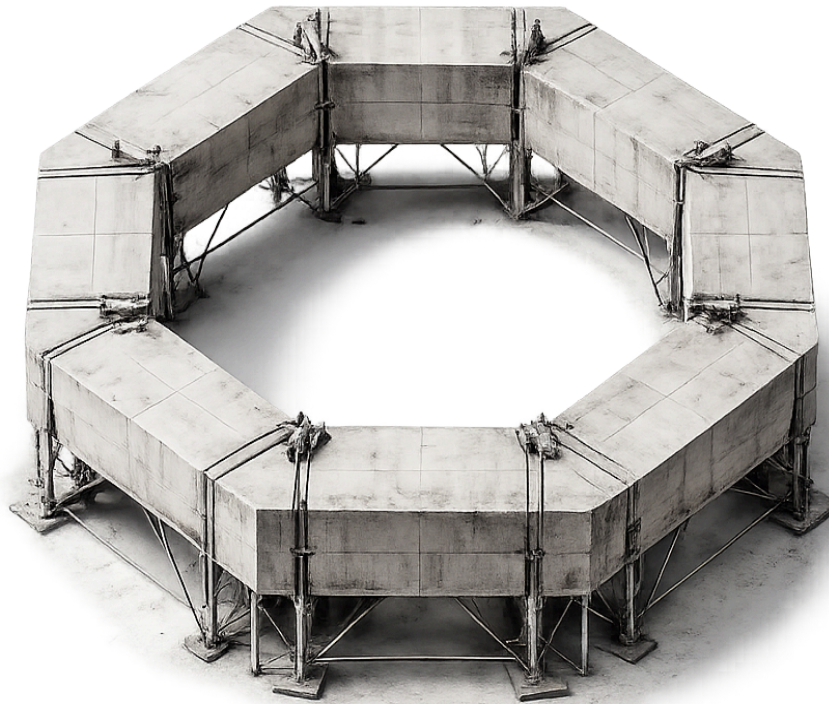


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# THE NARRATIVE VULNERABILITY ASSESSMENT

Identifying Structural Fractures in the B2B Tech Ecosystem



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[ SYSTEMIC SYMPTOMS ]

Before you allocate capital to GTM scaling or expanding your sales force, you must evaluate the structural integrity of your brand. Access this assessment to isolate the exact fractures in your narrative architecture. A B2B narrative is not a marketing asset; it is structural infrastructure. If your ecosystem exhibits any of these 7 silent indicators, your internal messaging is breaking down, and you are actively losing revenue and market trust.

### [ 01 ] **The "Message Drift" Epidemic**

Sales, leadership, and marketing stop telling the same story. The narrative shifts depending on who is speaking, meaning your GTM scaling is slowed by expensive inconsistencies. Your ecosystem is operating off-axis.

### [ 02 ] **The "Market Up-Level" Collapse**

Your current positioning worked perfectly to get you to your current revenue stage, but it weakens as buyer scrutiny increases. You are actively attempting to secure enterprise-level trust with startup-level messaging.

### [ 03 ] **Welding Armor to a Broken Spine**

You are investing in expanded sales enablement, demand gen, or lead velocity campaigns before locking down your structural positioning. You are driving traffic to a fractured narrative, accelerating market skepticism instead of market trust.

#### [ 04 ] **Thin Evidence Architecture**

Your company makes massive claims about its technology, but lacks a verifiable evidence matrix to back them up. When subjected to a rigorous stress test by investors or enterprise buyers, the proof gaps are immediately exposed.

#### [ 05 ] **The Feature-Bloat Frankenstein**

Years of product development have created a confusing menu of tech jargon. Buyers cannot instantly grasp the core value, resulting in stalled deals and a massive cognitive Friction Index.

#### [ 06 ] **The Founder-Led Sales Ceiling**

The "magic" story is trapped in the Founder's head. The newly expanded enterprise sales team is forced to sell technical features instead of psychological safety, tanking win rates, and extending the sales cycle.

#### [ 07 ] **Loss of Gravitational Pull**

You are constantly rewriting web copy, pivoting sales decks, and reacting to competitors. Your narrative lacks a central, undeniable thesis. When one structural force fails, the entire system loses its gravitational pull.

[ THE PRESCRIPTION ]

Do you recognize 2 or more of these fractures in your ecosystem?

Do not attempt to scale a broken system.

**[ INITIATE INTAKE PROTOCOL → ]**