

# Pathfinder Scorecard



**INTELLACORE**  
BUSINESS BEYOND BORDERS

Every company needs to know its "Path to Success" in executing its business plan and reaching its business objectives. **IntellaCore's Path to Success** methodology starts with the **Pathfinder Scorecard**.

**Pathfinder** is low risk, high impact, and fast. It is designed to get past the talking so that business leaders can take action, take one step. It was developed from our years of international experience and work in technology projects. To reach good decisions quickly in new relationships, both parties need to make a commitment to execute one task together, and then judge the results.

**Pathfinder** achieves two outcomes within 3 weeks by taking only 4 hours of leadership time, while **IntellaCore** performs two weeks of market intelligence research and company analysis.

First, it clarifies the business situation of the company by evaluating and scoring 8 areas of the business from our global, Internet point of view. It concludes by prioritizing actions to take in order to achieve the stated objectives of leadership.

Secondly, it is a confidence building measure that allows **IntellaCore** and the business leadership to work together in a quick, low risk, and efficient manner. This three week period will demonstrate concretely how **IntellaCore** performs, delivers, and our ability to share a similar perspective with leadership about the future for the business.

Designed to be an easy first step, **Pathfinder** cuts to the bottom line of what is positively and negatively affecting the business.

**Bottom line: Low Cost -- Low Risk -- One Session**

### IntellaCore Guarantee

If not satisfied with Scorecard results, IntellaCore will refund 50% of the cost

### Downside Risk:

- Small cost
- 3 hours of your time

### Your Upside Return:

A "Path to Success" for your business with specific actions to take to increase net profitability, to grow, and to be a sustainable, 21st century business.

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### Pathfinder Evaluates The 8 Key Factors To Sustaining Your Business In This Global, Internet Economy

- Market Awareness
- Market Strategy
- Internet Presence and Activities
- Product/Service Readiness
- Operational Readiness
- Technology Readiness
- Personnel Readiness
- Collaboration



### Pathfinder Results:

- Designed to quickly and effectively give the decision maker concrete facts on their business
- Evaluates the most critical areas of a business from a competitiveness point of view
- The business, situated in its market environment (Domestic, International, and Virtual)
- Removes uncertainty and answers, "You don't know what you don't know"
- Decision maker will have clear options to reach identified business objectives

For more information about IntellaCore and other services please visit or call

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