



Sample report

What a DD Scale report looks like

The pages that matter, shown on an illustrative company: the verdict, the scorecard, the evidence, the 100-day plan and the risk register.

Every number in this document is made up to show the format. It does not describe a real engagement or a real client.
ddscale.com

The memo opens with the verdict

Memo to the investment committee · page 1 of 5

Illustrative · redacted

Project [Name]: can the revenue engine deliver the plan?

Target: [B2B software, CHF 15M ARR] · Date: [date] · Prepared for: [deal team]

ADJUST

The plan needs 3.0 times pipeline coverage. The records show 1.8. Retention and market fit are sound. The plan can still be reached, but not on the hiring schedule in the model, and not without a fix to pipeline generation first.

1. Pipeline covers 1.8x, plan assumes 3.0x

CRM export Q3, CRO interview

2. Three reps carry 61% of bookings

Attainment file, two AE interviews

3. Four tools, no single forecast

Tool inventory, RevOps interview

Price: reduce year-two growth case.
Condition: pipeline plan before the hiring wave.

Structure: retention package for key reps.

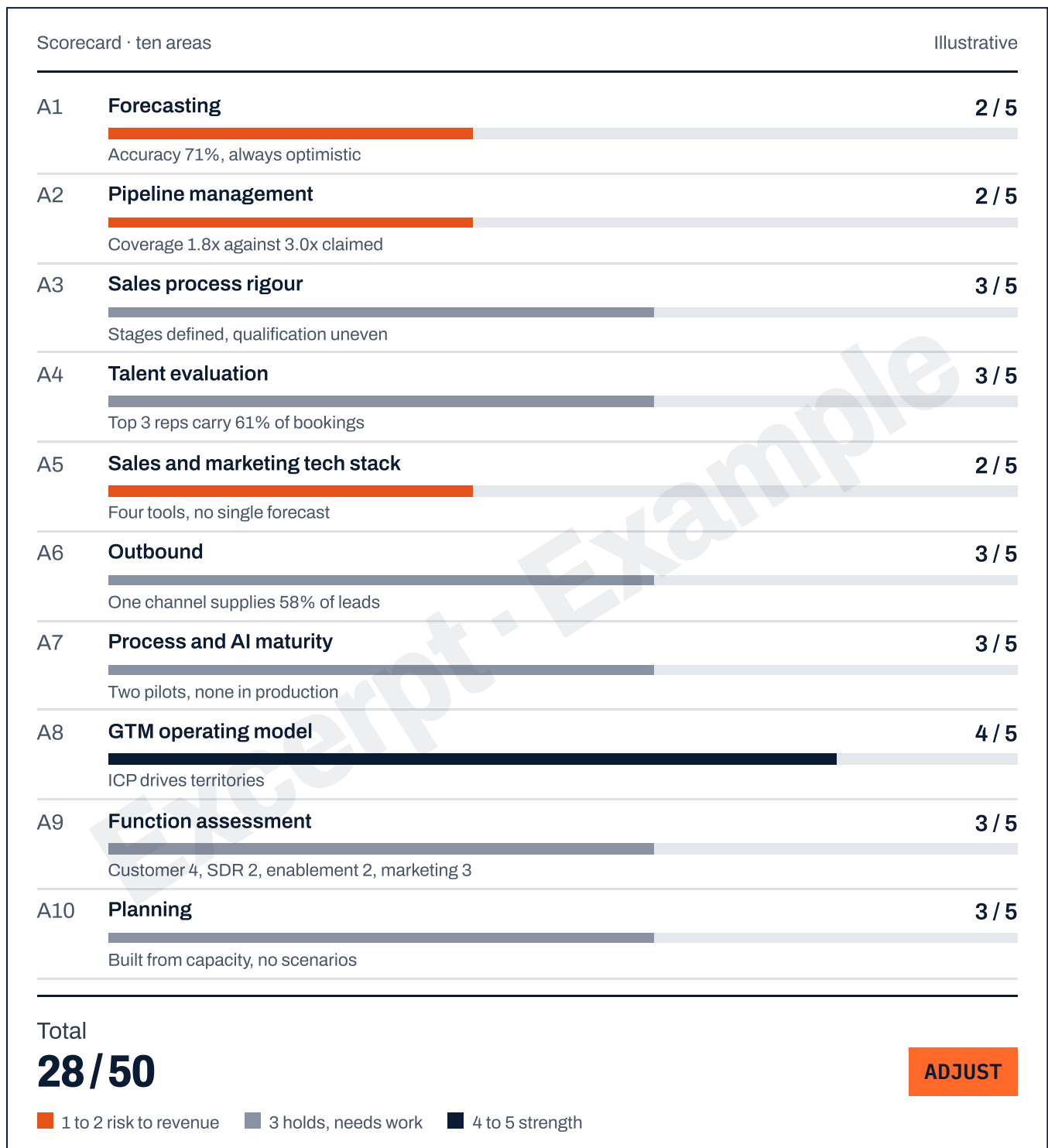
Condition: one forecast in the CRM within 60 days of close.

Scorecard total 28 / 50 · verdict Adjust · areas at 2: Forecasting, Pipeline management, Tech stack · what would change our view: [two pieces of evidence]

Written for ten minutes

In Deal DD the committee reads the verdict, the three findings that matter and what would change our view. Everything else is behind it.

The scorecard scores every area



Both kinds of evidence

Each score is backed by what the numbers show and what the conversations add. Where they disagree, the report says so.

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Every score has its reasoning and evidence

Reasoning and evidence · Pipeline management

Illustrative

What the numbers show

Coverage 1.8x after removing 38% of open pipeline with no activity in 60 days or a close date in the past. Stage ageing: 9 of 14 late-stage deals older than the typical winner.

What the people say

The CRO says coverage is "around three times". The two account executives interviewed both said they had cleared little pipeline since January.

Where they disagree

Management counts every open deal. The records count the ones that are still alive.

Score: 2 / 5

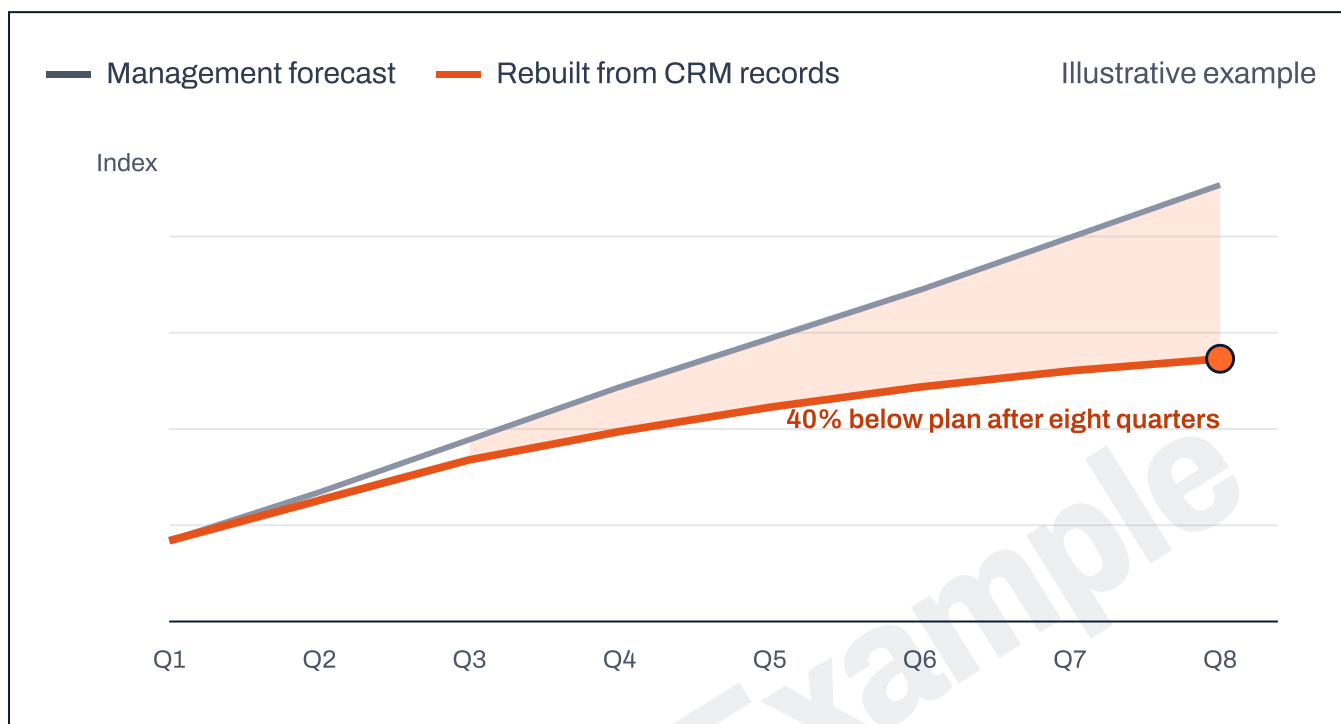
Pipeline is thinner than the plan assumes, and nobody owns cleaning it.

Show the work

The record, the conversation, and where they differ. That is what makes a score defensible.

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The numbers are rebuilt from the records



The gap that matters

The distance between the two lines is the gap the committee has to price or condition.

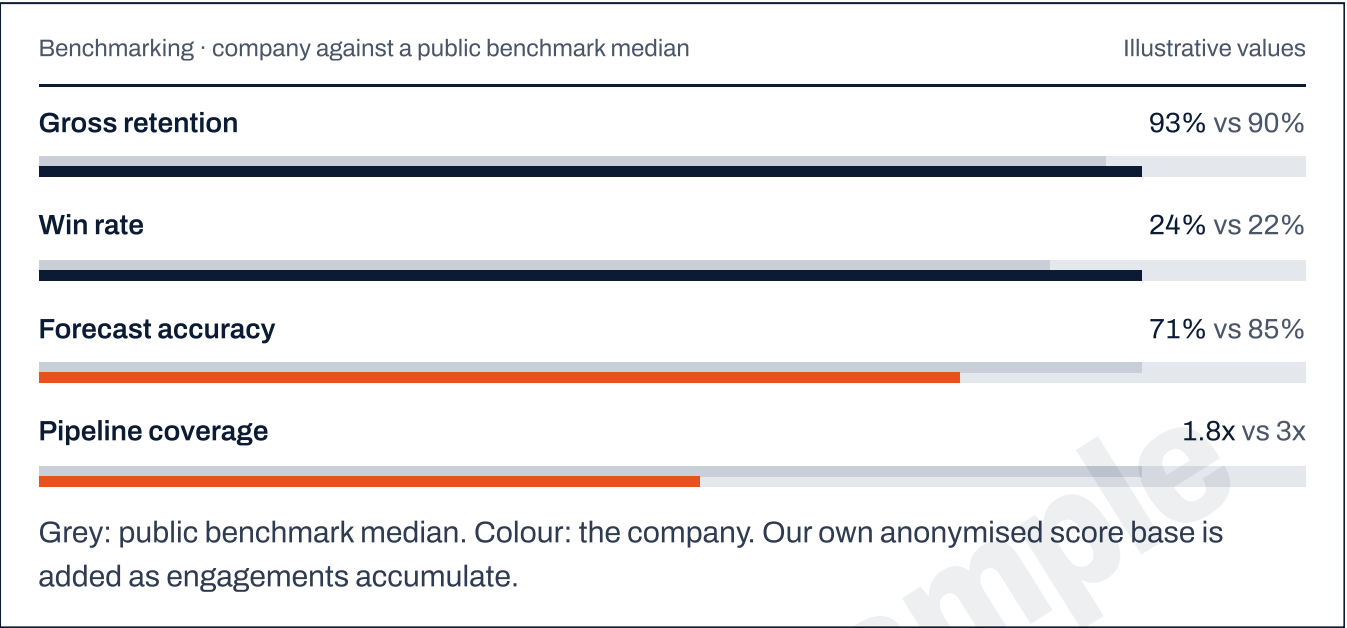
The 100-day action plan says who does what

100-day action plan · extract			Illustrative
Action	Owner	Measure	Start
Clear stale pipeline and agree stage exit criteria	Head of sales operations	Coverage reported on clean data	Week 2
One forecast in the CRM, reviewed weekly	CRO	Accuracy above 85%	Week 4
Second outbound channel live	Head of marketing	20% of new pipeline	Week 8
Retention package for the three key reps	CEO	No regretted exits	Week 3

Owners and measures

Five to eight actions in order, each with one owner and one measure.

Benchmarking puts the scores in context



What the comparison is

Public benchmark medians today, plus our own anonymised score base as engagements accumulate.

In a deal, the risk register ties findings to the price

Risk register · extract						Illustrative
#	Finding	Area	Evidence	Sev.	Likelihood	Deal consequence
1	Pipeline coverage 1.8x against 3.0x needed	Pipeline	CRM export Q3; CRO interview	H	High	Price: lower growth case. Condition: pipeline plan before hiring
2	Top 3 reps carry 61% of bookings	Talent	Attainment file; two AE interviews	M	Medium	Structure: key-rep retention package
3	One channel supplies 58% of leads	Outbound	Lead source file	M	Medium	Monitor: second channel live within two quarters
4	Unverified: win/loss reasons are free text	Tech stack	CRM field audit	L	Low	Condition: coded loss reasons from day one

Consequences, not observations

Price, structure or condition. Anything we could not verify gets its own row.

The target is asked once, for specific files

Data-room request list · extract

Full list on the data-room page

Opportunities	8 quarters, with stage history, amount, close date, source, segment, outcome, loss reason
Forecast snapshots	Weekly or monthly, commit and best case
Retention	Net and gross by start-quarter cohort
People	Org chart, quota and attainment by rep, ramp history

Read-only exports

We work in your data room or ours, and keep nothing after the engagement unless you ask.



Want one on your deal?

Every engagement ends with the scorecard, the evidence and the plan in this format, with your real numbers. Thirty minutes with us is enough to see which service fits, or whether none does.

ddscale.com/contact
contact@ddscale.com



Scan to book a 30-minute
call

Deal DD for GTM · GTM Health Check · AI Gap Analysis. Fixed scope, fixed fee.