

# Use This Template to Complete your ICP



## SAMPLE IDEAL CUSTOMER PROFILE



**Industry**

---



**Location**

*Where are your ideal customers located? Depending on how spread out they are, list the continent, country, state, county, or city. The more specific, the better.*

---



**Company size**

Annual revenue: £ 

---

Number of employees: 

---

Number of office locations: 

---

Company age: 

---

Other: 

---



**Annual budget**

£ 

---



**Decision-making factors**

*Consider how your customers conduct research, how many decision-makers are typically involved, and whether they require approval from a committee.*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



**Pain points**

*An ideal customer has an urgent need for your solution. Which key pain points does your product solve?*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



**Business objectives**

*What is your ideal customer striving to accomplish? This will help you explain the benefits of your solution in practical terms.*

Short-term goals: \_\_\_\_\_

Long-term goals: \_\_\_\_\_



**Notable attributes**

*An ideal customer not only benefits from your solution, but also provides significant value back to you.*

*For example, does the business have a large social media following or brand recognition that can boost your own reach and reputation?*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_