

■ ROUND-READINESS AUDIT

Best-Looking Site. Least Proof in Your Category.

A sample Round-Readiness Audit. The company, competitors and screenshots are anonymized.



OVERALL READINESS SCORE

Readiness Score

56 /100

The best-looking site in your category, with the least proof. Buyers see a beautiful product, but not who uses it, what it saves, or a low-risk way to start.



■ AT A GLANCE

Where You Stand.

What’s Holding You Back

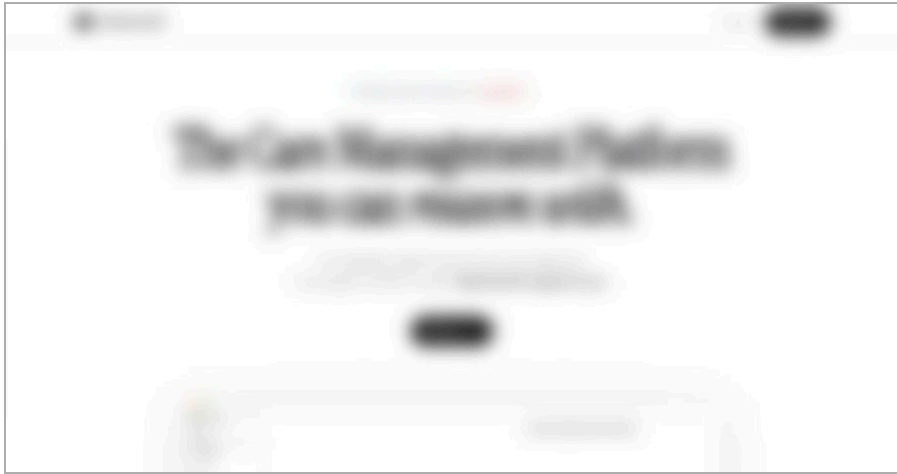
- ✗ No proof where buyers look first. Competitors open with thousands of providers, 20K+ users and a security certification. You open with “investors of a famous startup.”
- ✗ The outcome is missing. Nothing on the page says what changes for the agency. The time-saving promise is invisible.
- ✗ AI doesn’t list you. When buyers ask for home-care rostering software, AI names five competitors and not you.

What’s Working

- ✓ You look like the category’s next leader. The editorial serif and product-first layout out-design Competitor A, Competitor B and Competitor C.
- ✓ A clear buyer. “For home care agencies” names exactly who it’s for in the first screen.
- ✓ Objections already answered. Your FAQ covers AI mistakes, data residency and a two-week setup, the questions buyers actually ask.

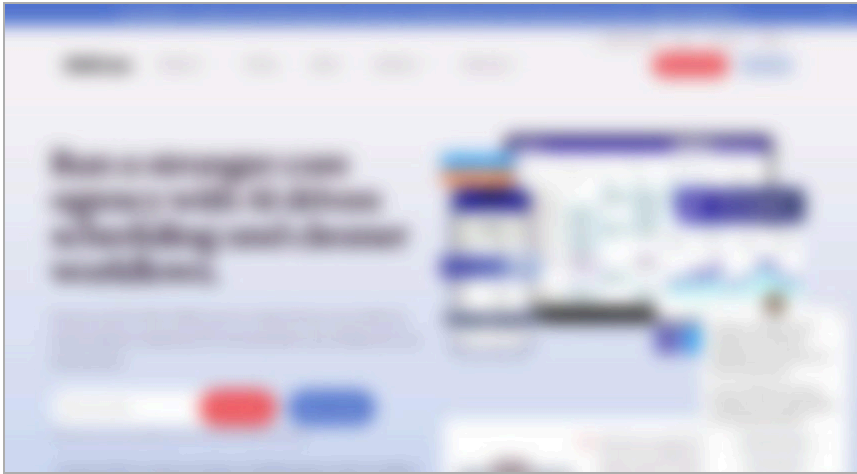
COMPETITOR BENCHMARK

How You Compare to the Sites Buyers See Next.



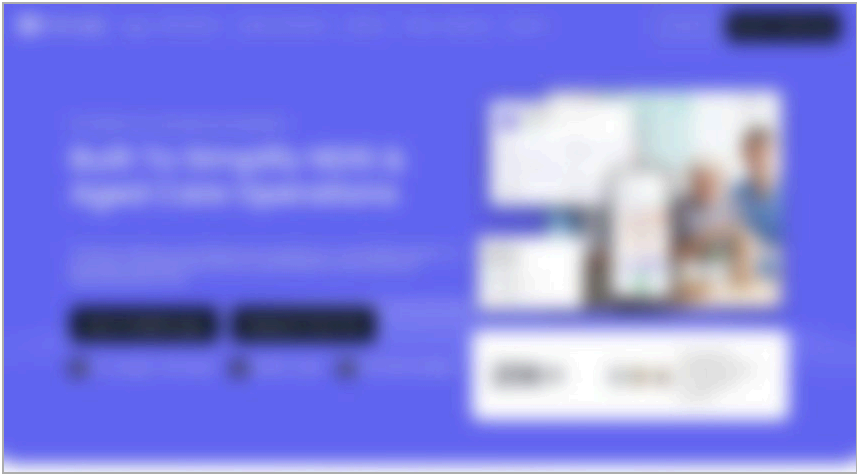
YOU
Northwind
Best design in the set; no proof, price or trial

Visual Credibility	74
Narrative Clarity	56
Conversion Architecture	48
AI Visibility	44
Overall	56



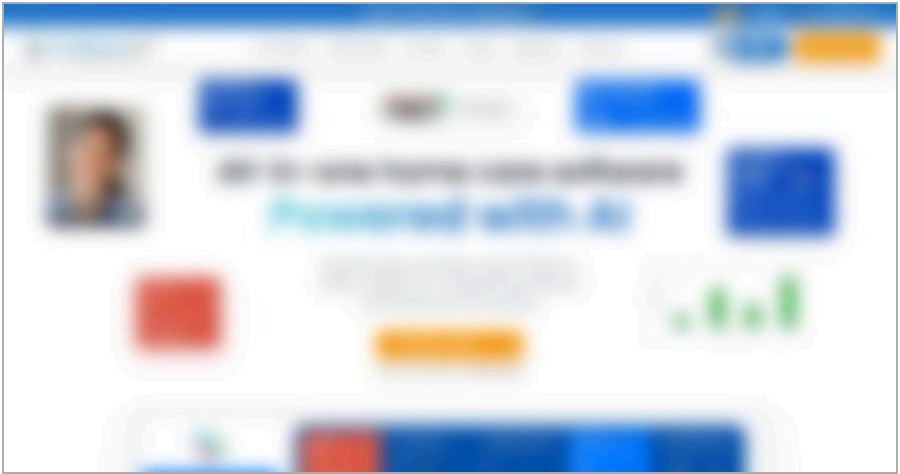
Competitor A
A public price, free trial and “thousands of providers” in the first screen

Visual Credibility	72
Narrative Clarity	78
Conversion Architecture	88
AI Visibility	76
Overall	79



Competitor B
a security certification, 20K+ users, a walkthrough and a free trial

Visual Credibility	70
Narrative Clarity	74
Conversion Architecture	80
AI Visibility	72
Overall	74



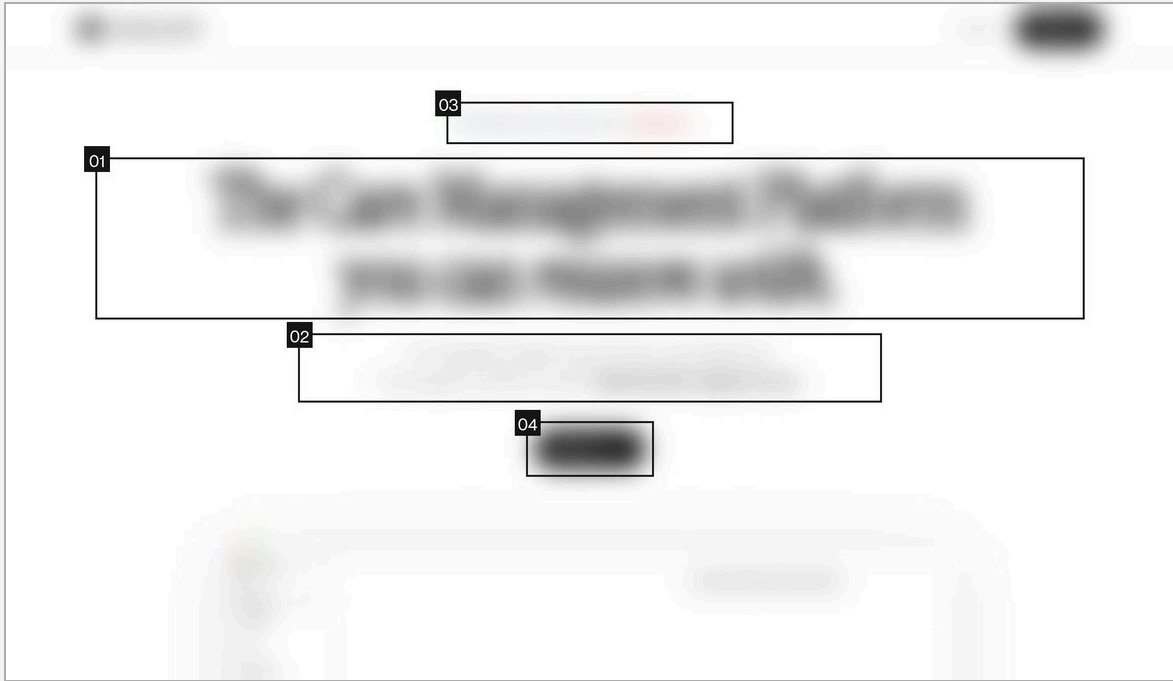
Competitor C
Busy hero, but SOC 2, HIPAA and a clear demo path

Visual Credibility	62
Narrative Clarity	66
Conversion Architecture	74
AI Visibility	70
Overall	68

■ MESSAGING CLARITY REVIEW

The 5-Second Test

What an enterprise buyer or a Series A investor can answer from your first screen, before they scroll.



01	What is it? “The Operating System for Modern Care Teams” The category is clear. What it does for the agency (rostering, billing, compliance) isn’t.	PARTLY
02	Who is it for? “For home care agencies” Specific and right.	CLEAR
03	Why should I believe it? “Backed by the investors of a famous startup” No customers, numbers or compliance in the first screen.	MISSING
04	What do I do next? “Talk to us” One option, and the fine print says it’s a 60-minute demo.	PARTLY

■ MESSAGING CLARITY REVIEW

One Headline, Rewritten.

YOUR HEADLINE TODAY

“The Operating System for Modern Care Teams.”

A SAMPLE DIRECTION

“Give every care coordinator a day a week back.”

One example, built from your own facts. The full narrative, for every page and audience, is written in the Seed Launch Sprint.

■ AI SEARCH SNAPSHOT

What AI Says About You

1/2

Category prompts where AI names Northwind. Branded searches don’t count. Run on October 6, 2026; answers vary by assistant and over time.

“Best software for home-care providers for rostering and care management” NOT MENTIONED

Shows up: Competitor A, Competitor B, Competitor D, Competitor E

“AI care management platform for home care agencies” MENTIONED

Shows up: Competitor C, Competitor F, Northwind, Competitor G · Mentioned, via third-party listings

“What is Northwind?” BRANDED SEARCH

Shows up: startup directories, an accelerator listing · Described from other sites, not yours

CAN AI READ THE SITE?

- ✓

AI crawlers allowed. robots.txt doesn’t block GPTBot, ClaudeBot or PerplexityBot.
- ✓

Organization schema. In place, plus SoftwareApplication.
- ✗

FAQ schema. Your FAQ isn’t marked up. Competitor B’s is.
- ✗

llms.txt. Missing. Competitor A and Competitor C both have one.
- !

Pages AI can cite. Your sitemap lists 2 URLs. Competitor C’s lists 99.

■ PAGE-BY-PAGE FINDINGS

Six Findings.

FINDING 01 · NARRATIVE CLARITY

The Hero Sells a Category, Not an Outcome.

WHAT WE FOUND

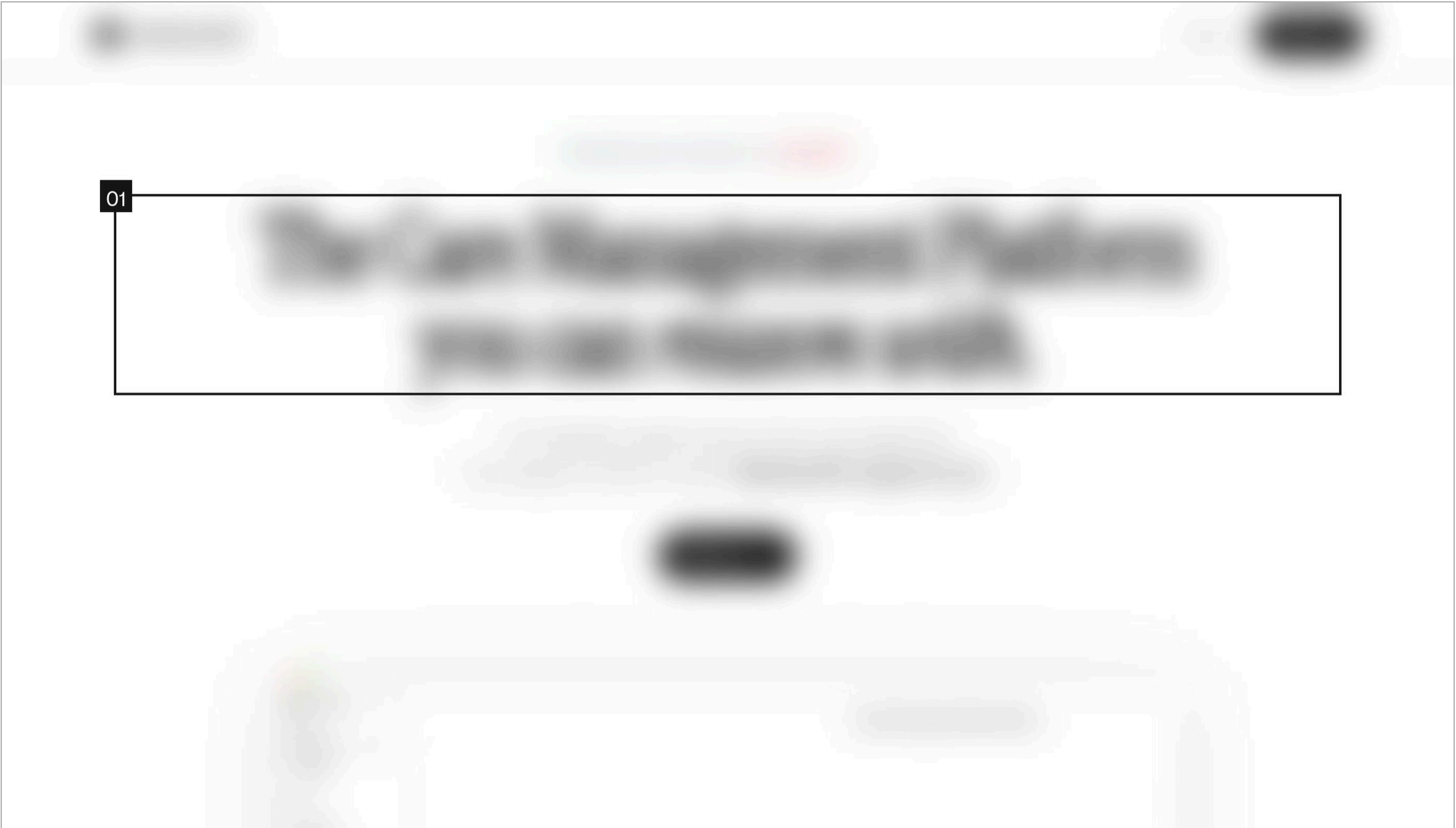
- The headline says what Northwind is, not what changes for the agency.
- “Save hours every week” appears only in your meta description, never on the page.
- The H1 tag holds only the animated phrase, so search engines miss “care management platform.”

WHAT IT COSTS YOU

An agency owner skimming three tabs remembers the one that promised them something specific. Right now that isn’t you.

FIXED IN THE SEED LAUNCH SPRINT

GTM narrative & positioning



■ FINDING 02 · TRUST & PROOF

Team Logos Where Customer Proof Should Be.

WHAT WE FOUND

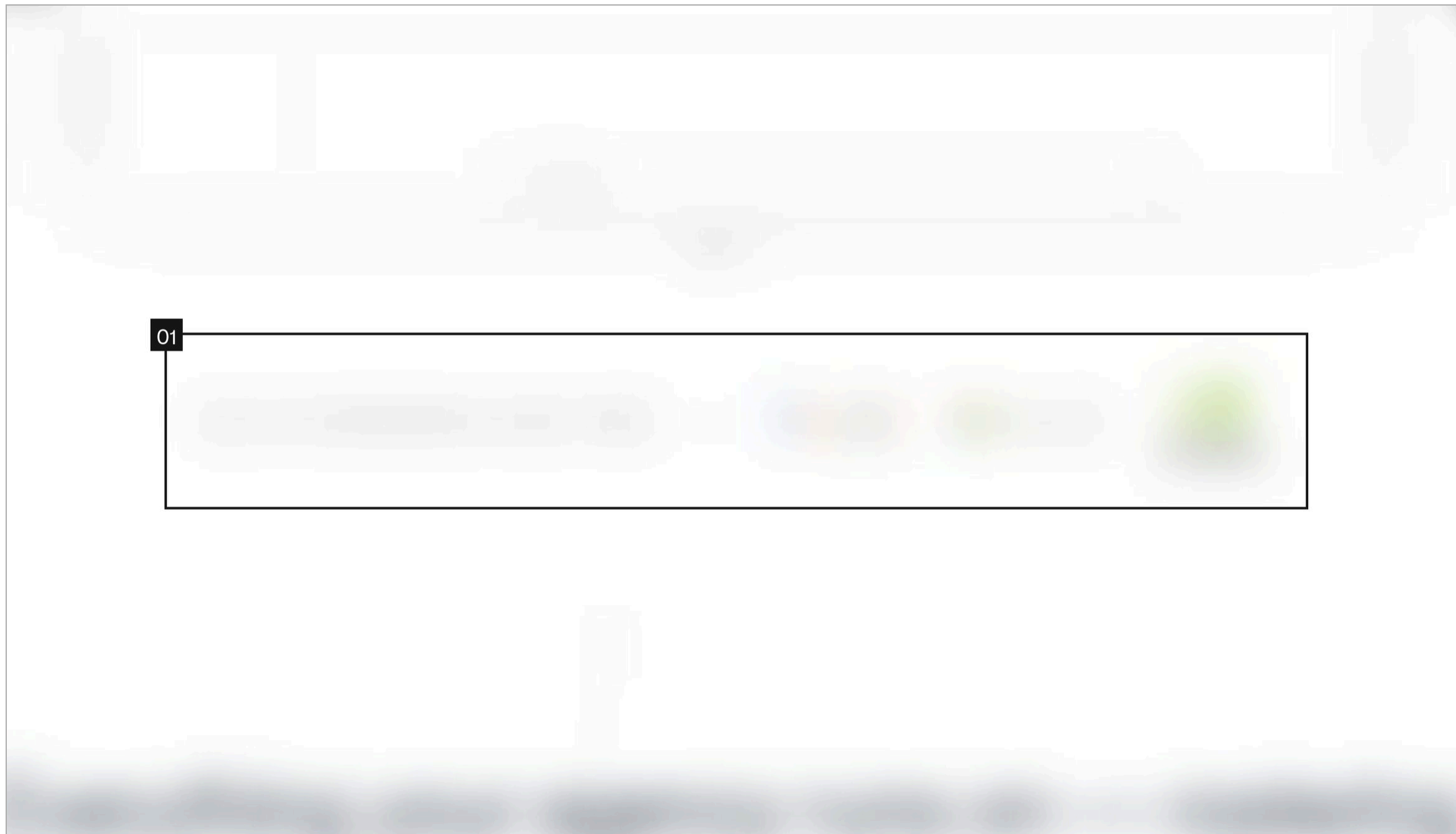
- “Built by engineering talent from big-tech companies” is about your team, not your customers.
- There are no customer logos, quotes or numbers anywhere on the page.
- Being in a top-tier accelerator, your strongest signal, isn’t mentioned.

WHAT IT COSTS YOU

Care agencies buy on trust and compliance. Without a single agency on the page, the safe choice is the competitor showing 8,000.

FIXED IN THE SEED LAUNCH SPRINT

3-page Webflow launch site



FINDING 03 · VISUAL CREDIBILITY

The Product Demo Never Pays Off.

WHAT WE FOUND

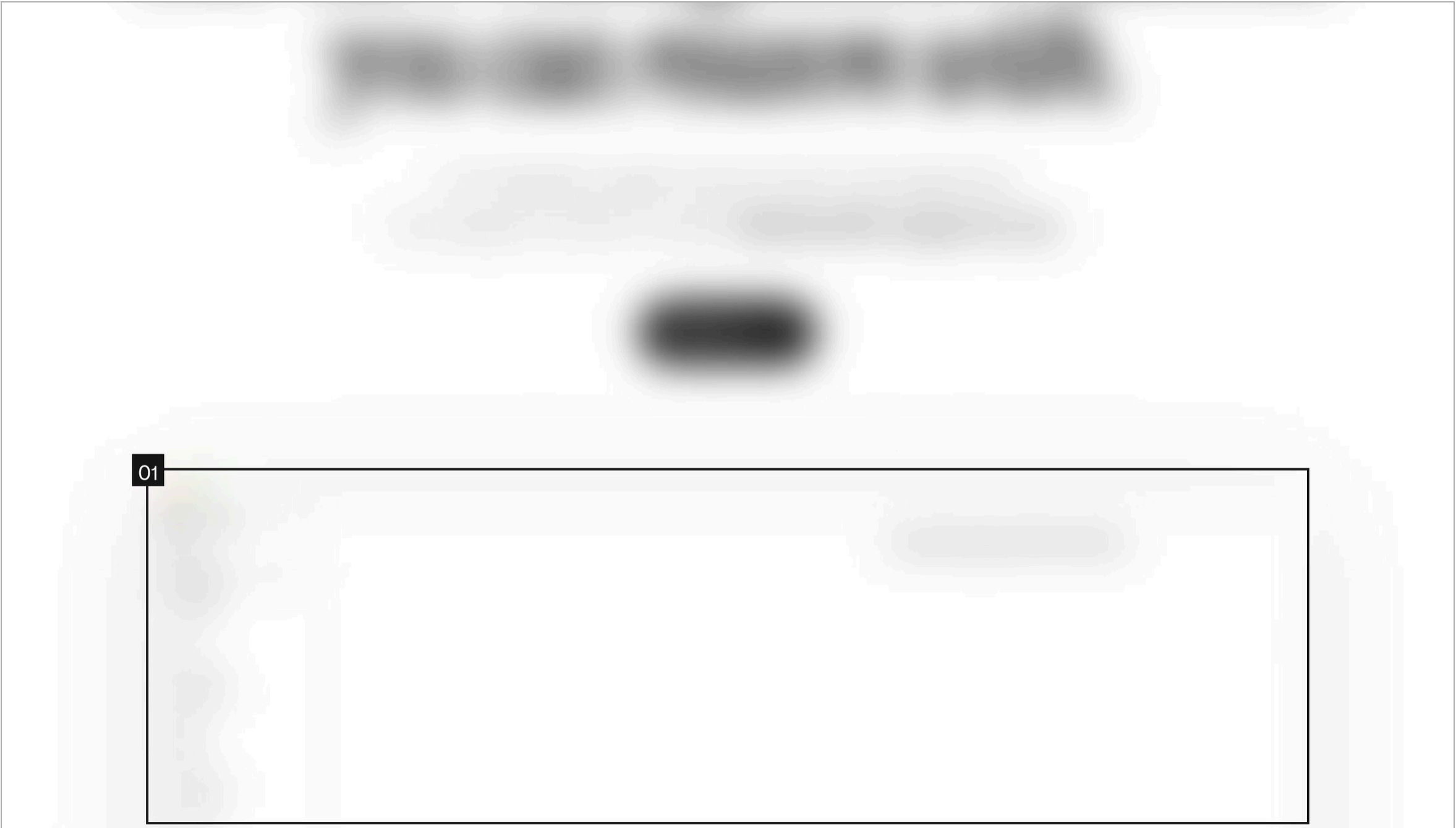
- The demo frame asks “Can I get an update on a client?” but never shows the answer.
- Most of the frame is white space, so at a glance it reads as an empty app.

WHAT IT COSTS YOU

The AI assistant is the reason to choose you over Competitor A, and the first screen never shows it working.

FIXED IN THE SEED LAUNCH SPRINT

Mini brand guide: type, color, UI tokens



FINDING 04 · NARRATIVE CLARITY

Eight Features, One Carousel, No Hierarchy.

WHAT WE FOUND

- About 70% of the page is one pinned carousel, with all eight features weighted the same.
- Rostering, compliance and billing, the three jobs agencies buy software for, sit next to minor features.
- Fast scrollers see long blank stretches between slides.

WHAT IT COSTS YOU

Buyers can't map you to their checklist, and your sales calls have to rebuild the story every time.

FIXED IN THE SEED LAUNCH SPRINT

10-slide sales deck template



FINDING 05 · CONVERSION ARCHITECTURE

The Only Way in Is a 60-minute Demo.

WHAT WE FOUND

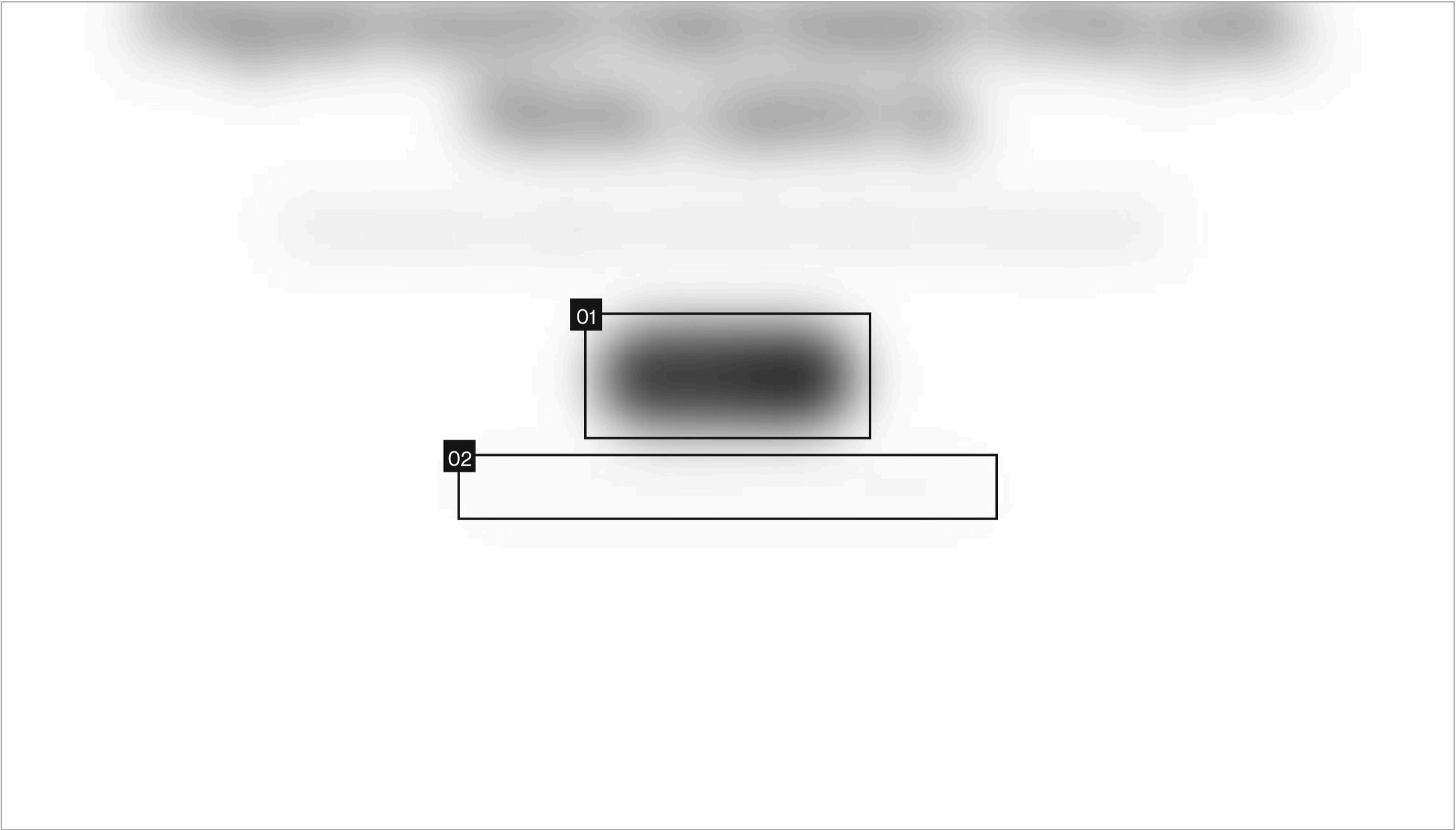
- Every CTA is “Talk to us”, and the fine print says it means a 60-minute demo.
- There’s no price signal, product tour or trial. Competitor A shows all three above the fold.

WHAT IT COSTS YOU

Smaller agencies, most of your market, won’t give an hour to a vendor they haven’t shortlisted.

FIXED IN THE SEED LAUNCH SPRINT

3-page Webflow launch site



FINDING 06 · AI VISIBILITY

A Strong FAQ That AI Can't Use.

- WHAT WE FOUND
- Your FAQ answers exactly what buyers ask AI, but it isn't marked up for it.
 - There are no market-specific pages, so competitors are cited for those prompts instead.

WHAT IT COSTS YOU

Buyers increasingly build the shortlist in ChatGPT. If you aren't in that answer, you aren't in the evaluation.

FIXED IN THE SEED LAUNCH SPRINT

AI Search Visibility add-on



■ QUICK WINS

Three Fixes to Ship This Week.

- 01

Name your accelerator, not someone else’s investors

Change the badge above the headline to “Backed by <your accelerator>.” Buyers and investors both recognise it instantly.
- 02

Put the promise on the page

Move “Save hours every week” from the meta description into the subhead, directly under the headline.
- 03

Mark up the FAQ you already have

Add FAQPage schema to your existing FAQ. It’s copy you’ve written, made quotable by AI assistants.

■ HOW IT FITS

What the Seed Launch Sprint Fixes

	Deliverable	Findings it closes
01	Competitive analysis	Included in the program
02	GTM narrative & positioning	01 The Hero Sells a Category, Not an Outcome
03	Mini brand guide: type, color, UI tokens	03 The Product Demo Never Pays Off
04	10-slide sales deck template	04 Eight Features, One Carousel, No Hierarchy
05	3-page Webflow launch site	02 Team Logos Where Customer Proof Should Be 05 The Only Way in Is a 60-minute Demo
06	AI Search Visibility add-on	06 A Strong FAQ That AI Can't Use

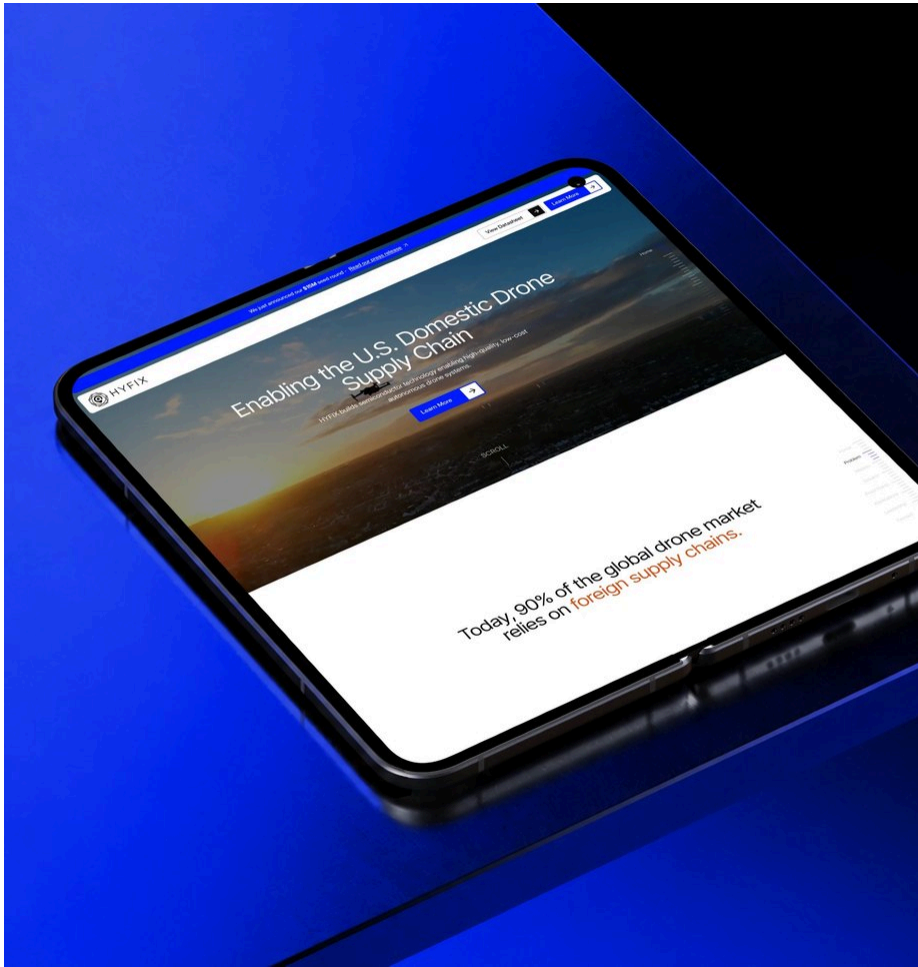
Every finding maps to a deliverable in the Seed Launch Sprint. Nothing here needs a separate project.

WORK AT THIS STAGE

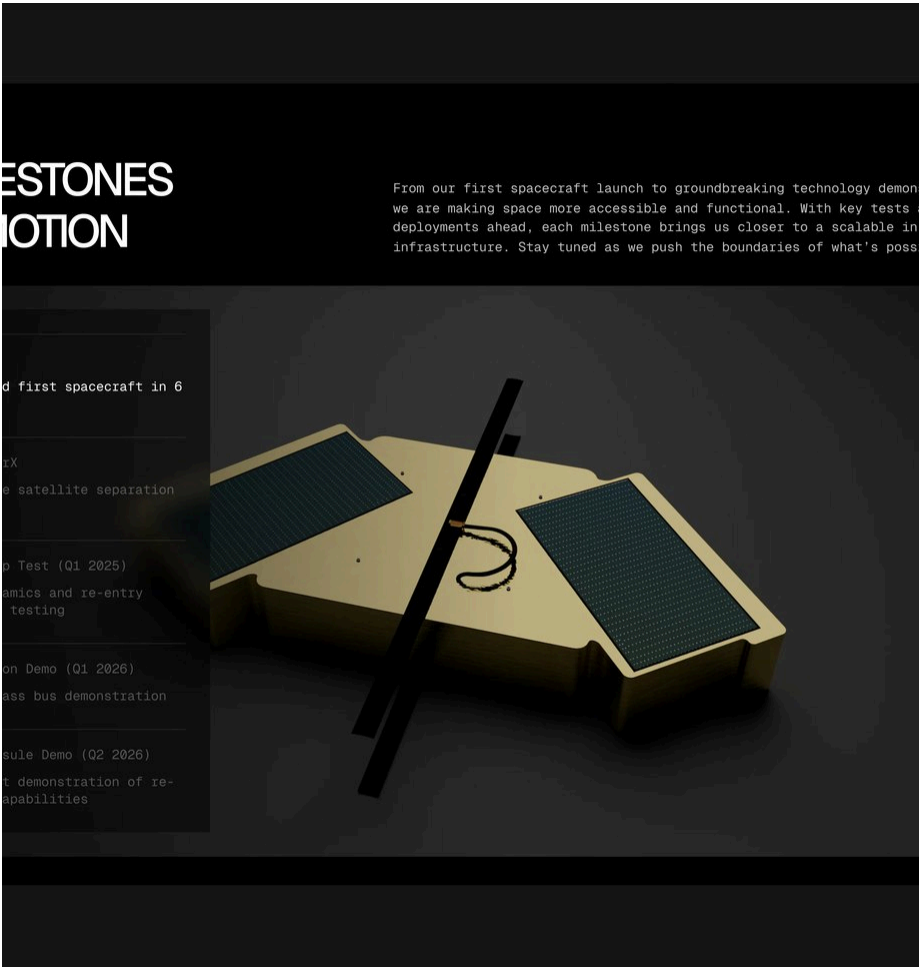
Teams at Your Stage We’ve Launched.



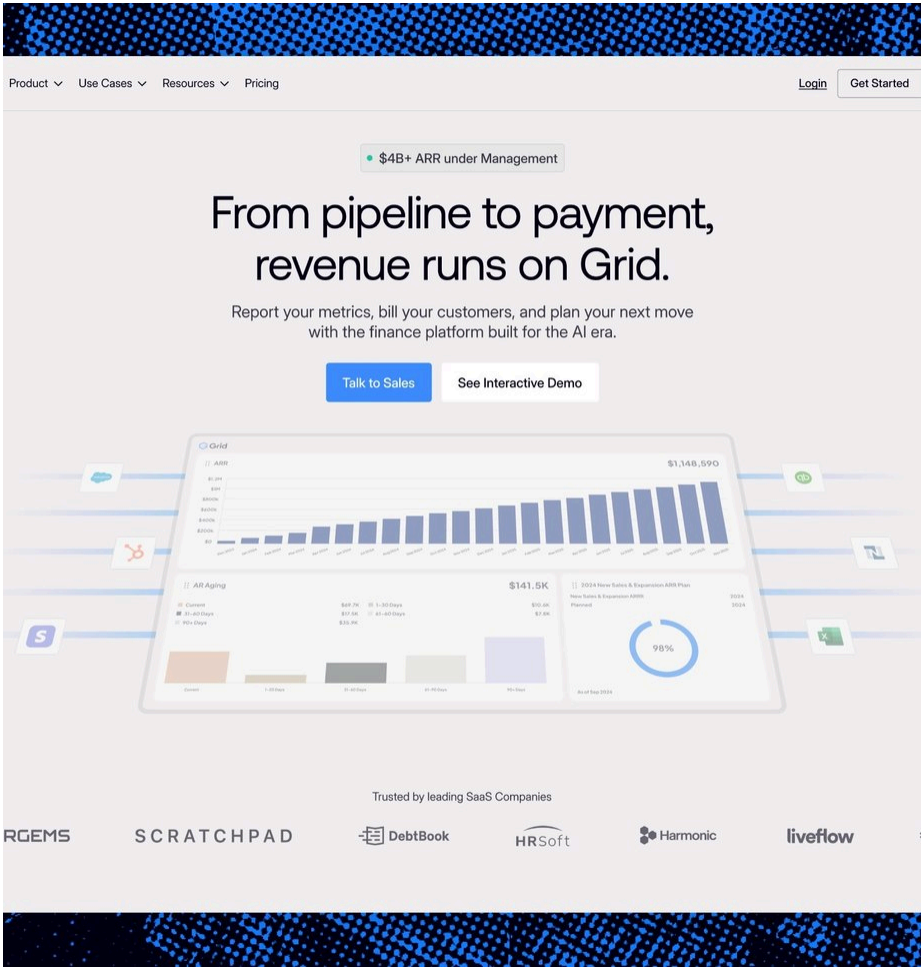
Skyband Systems
Seed · backed by General Catalyst, Lerer Hippeau and Pax VC



HYFIX
Seed · \$15M led by Craft Ventures



Catalyx
Seed · \$5.4M led by Outlander VC



Grid
Seed · \$3.3M led by Craft Ventures

■ WHAT CLIENTS SAY



“We were referred to Brickell by General Catalyst and did their Startup Program sprint. Matt and Luke took the time to understand our complex product and in a matter of weeks we went from 0 to 1 and launched our company with a logo, website, and explainer video that is able to reach a diverse set of customers and personas. Within a day of going live, the website generated real customer leads and we received numerous compliments from our Go To Market partners. Matt and Luke are able to take ideas in a founders head and make them real. We look forward to working with them on future marketing projects.”

Robert Wiggenghorn

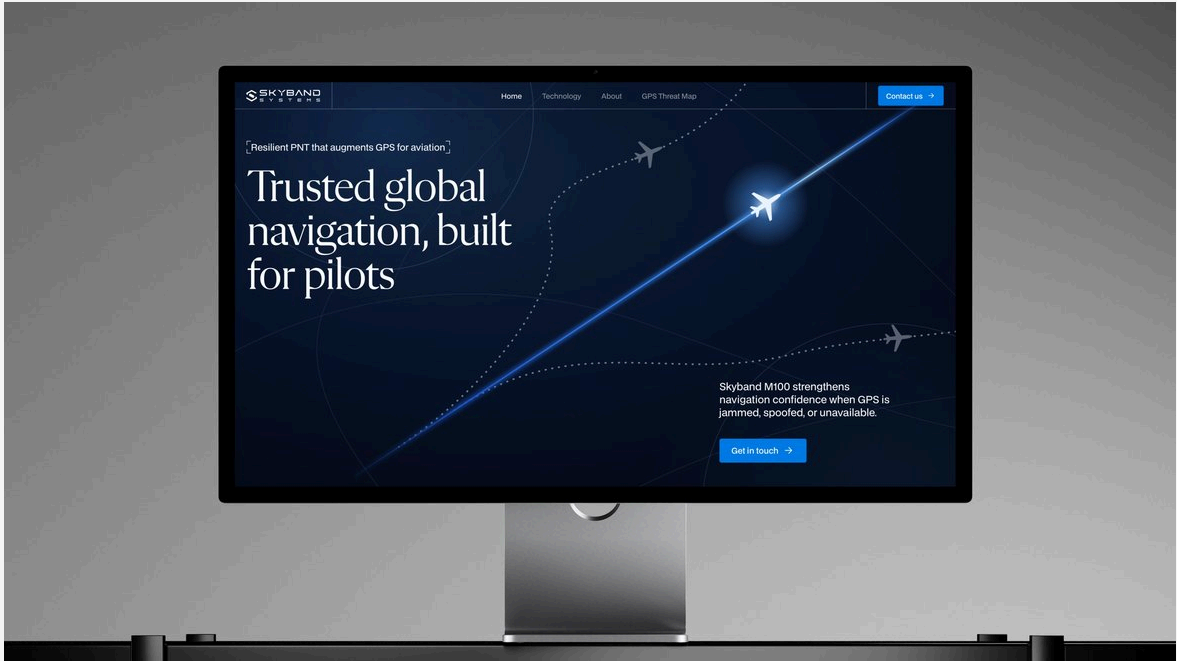
Co-founder, Skyband Systems

■ RECOMMENDED PROGRAM

Seed Launch Sprint

\$17,500

Flat fee (normally \$35,000) · 30 days · 4 startups per sprint window



BUILT FOR

Seed or pre-seed stage

Building something new; the right brand accelerates early traction.

Venture-backed

Backed by any major fund and expected to scale.

Brand overhaul in under 30 days

Racing to market or preparing for the next round.

Ready to invest \$17.5K up-front

50% to book your slot, 50% on delivery.

WHAT’S INCLUDED

01 Competitive Analysis

02 GTM Narrative Foundations

03 Mini Brand Guide

04 Sales Deck Template

05 3-Page Webflow Site

06 30-Day Sprint

Why this, for Northwind Your design is already ahead. The sprint adds the story and proof around it, not a rebrand.

■ NEXT STEPS

Ready to Get Started?

01

Walk Through the Audit

20 minutes on the findings, the benchmark and what to fix first.

02

Proposal in 48 Hours

Scope, price and a kickoff date, mapped to the findings in this audit.

03

Sign & Kick Off

Sign, complete the intake and book the kickoff. Shared Slack, Figma and staging access from day one.

■ CONTACT

Let's Design Your Next Advantage.

[Book a Call](#)

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