Company Persona Comparison

Company	Size	Revenue
Company A	1-10 employees	$0-$1M
Company B	11-50 employees	$1M-$5M
Company C	51-200 employees	$5M-$10M
Company D	201-500 employees	$10M-$25M
Company E	501-1000 employees	$25M-$50M
Company F	1001-5000 employees	$50M-$100M
Company G	5001-10000 employees	$100M-$250M
Company H	10000+ employees	$250M+

Pain Points

Company A: Lack of time to focus on business development, Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently

Company B: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Company C: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Company D: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Company E: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Company F: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Company G: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Company H: Difficulty in finding the right partners, Limited resources for marketing and sales, Difficulty in scaling operations efficiently, Lack of time to focus on business development

Sources

https://www.ibisworld.com/industry-trends/market-research-reports/ https://www.statista.com/ https://www.crunchbase.com/ https://www.linkedin.com/company/company-page/analytics/ https://www.google.com/search?q=company+size+and+revenue+of+tech+companies

Company	Size	Revenue	Barriers	Goals
Company A	1-10 employees	$0-$1M	• Lack of time • Lack of global expanding skills • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Expand business internationally to grow – growth and revenue • Expand business
Company B	11-50 employees	$1M-$5M	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Increase growth – partnerships & strategic – method • Lack of time to focus
Company C	51-200 employees	$5M-$10M	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Increase growth – partnerships & strategic – method • Lack of time to focus
Company D	201-500 employees	$10M-$25M	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Find new partnerships to grow their business overseas • Increase growth and revenue to become a unicorn
Company E	501-1000 employees	$25M-$50M	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Increase growth
Company F	1001-5000 employees	$50M-$100M	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Increase growth
Company G	5001-10000 employees	$100M-$250M	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Increase growth
Company H	10000+ employees	$250M+	• Lack of time • Lack of confidence • Lack of time • Limited resources for marketing and sales • Difficulty in finding the right partners • Difficulty scaling operations efficiently	• Increase growth

Individual personas