



## Catalyst Business Services

Catalyst Business Diagnostics offers a suite of diagnostic-first services specifically for \$5M–\$25M founder-led companies grappling with hidden growth constraints, operational friction, or critical decision points. This document outlines how each service helps uncover, clarify, and resolve the real pain points slowing your business down—whether it's unclear bottlenecks, team overload, or post-LOI uncertainty.

Every deliverable is designed to bring immediate clarity and confidence to leadership—and is measured by one outcome: has the health and strength of the company improved enough to be worth more tomorrow than it is today?

### Services Overview:

- Growth MRI™ – A forensic diagnostic that isolates what's really dragging your business down and provides a priority-ranked action map.
- Full DxRx Method™ Engagement – A guided, root-cause-to-roadmap engagement that converts the diagnosis into focused implementation.
- Merger Synergy Blueprint™ – A due-diligence-aligned diagnostic that identifies whether a merger strengthens your foundation—or exposes you to risk.
- AI Readiness Diagnostic™ – A multi-stage diagnostic that identifies where AI can reduce burnout, save time, and cut costs—without overwhelming your team or overcomplicating operations.



## Service #1: Growth MRI™

Quick Summary: You're overwhelmed. Your team is stretched. You've tried systems, advisors, and internal fixes but results are flat. The Growth MRI™ diagnoses the real causes beneath your surface-level symptoms, from structural issues to leadership bottlenecks.

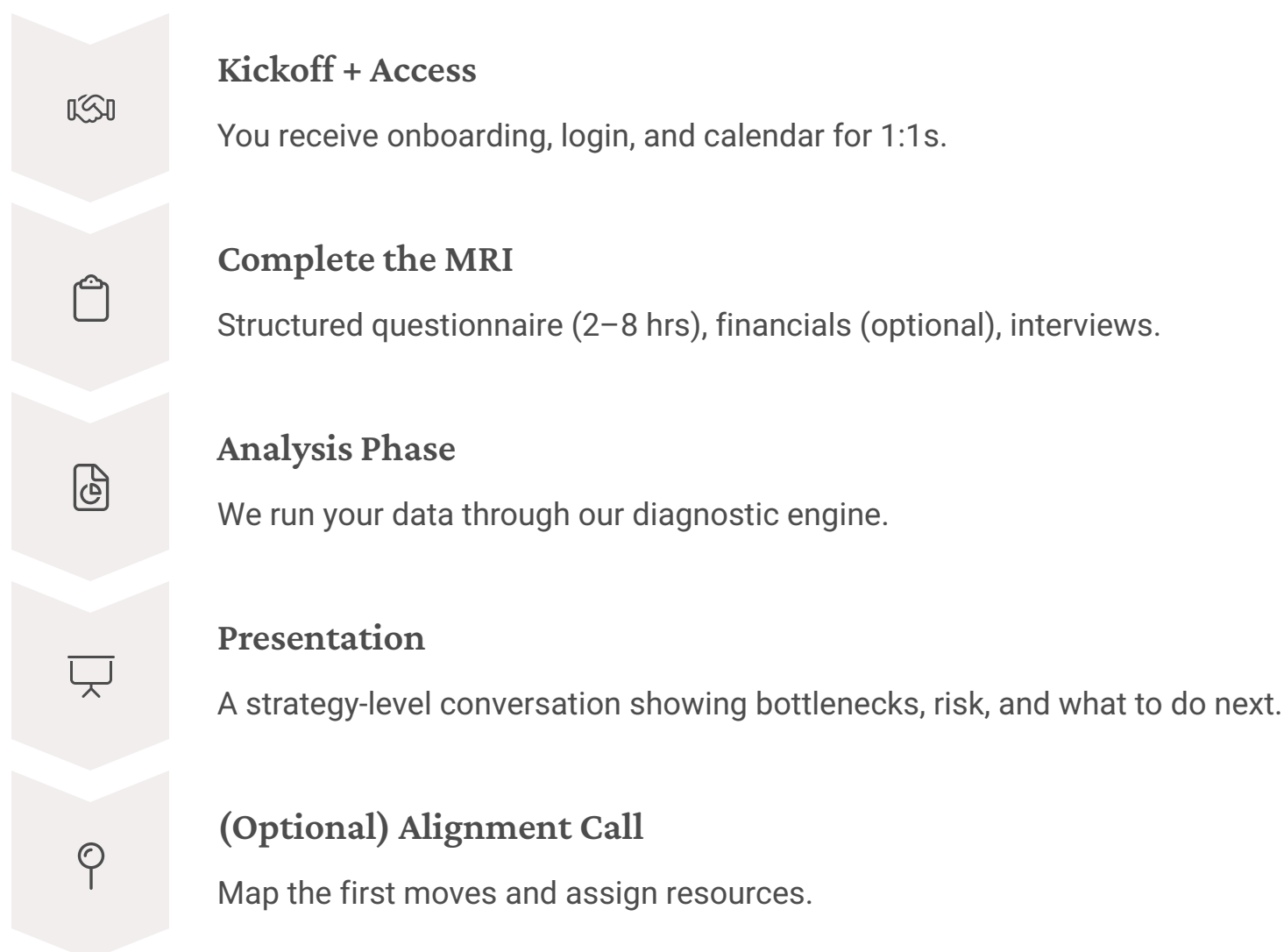
### What It Solves

- Operational friction despite systems
- Repeated "people problems" that hiring hasn't fixed
- Burnout from over-involvement in daily decisions
- No clear plan for what to fix, in what order

### What You Get

- 360° assessment across 8 functions: Planning, Leadership, Marketing, Sales, Finance, Operations, People, Legal
- Sub-scores and risk maps across 47 categories
- Quality & Risk Scores with visual dashboards
- Risk-adjusted intrinsic valuation (optional)
- Priority roadmap: Protect → Enhance → Position

### Process Walkthrough



### Timeline & Investment

- Delivery: 30 business days
- Investment: \$10,000 to \$27,500 flat fee based on company size

### Common Concerns Addressed

- "We're too busy" – This was built for leaders with no time. Most clients complete it over coffee and short blocks.
- "Do we need financials?" – Optional. You'll still get diagnostics without them.
- "We already have a system." – This tells you what it's not fixing.



## Service #2: Full DxRx Method™ Engagement

Quick Summary: You need more than insight, you need movement. This engagement takes you from identified root causes to a custom execution roadmap, sequenced by effort vs. impact. For companies ready to fix structural issues and scale cleanly.

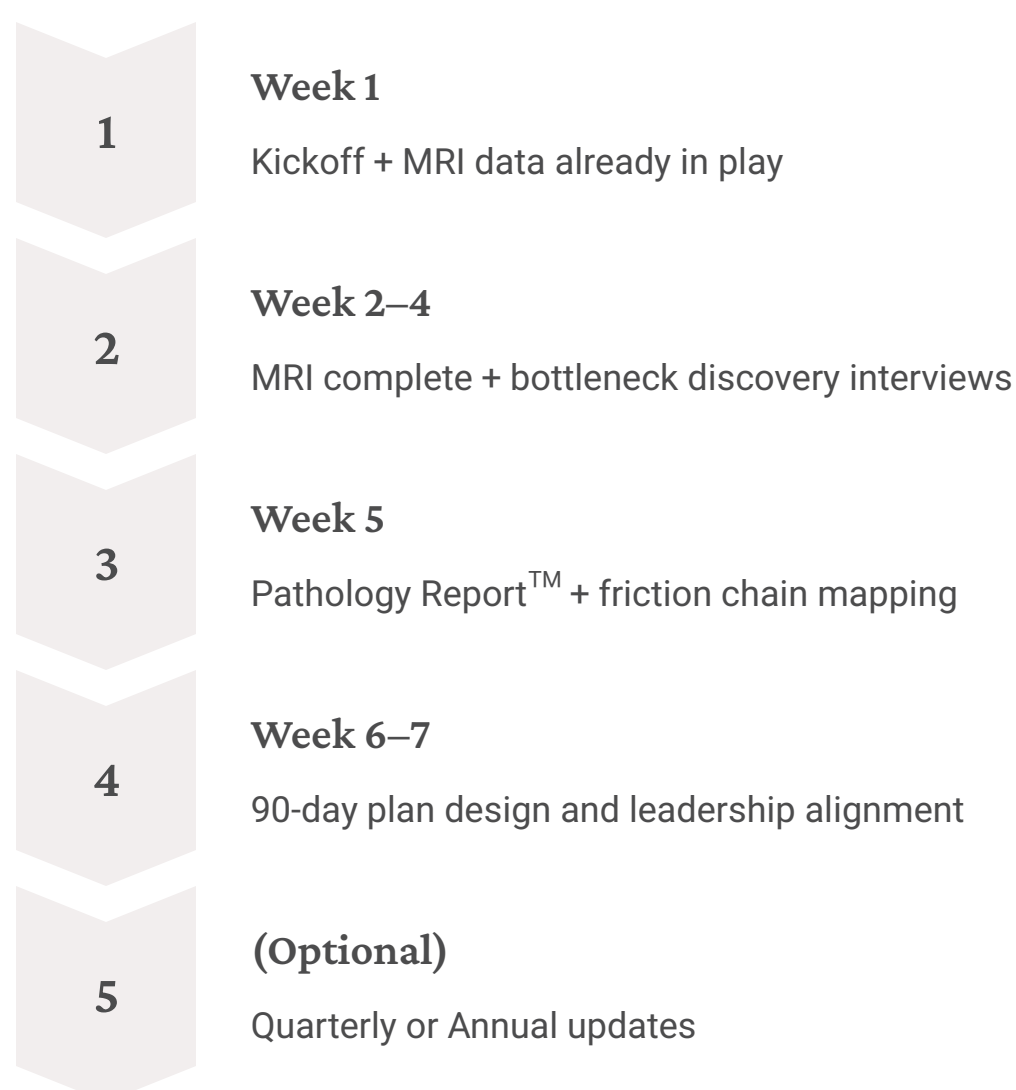
### What It Solves

- Disconnected teams or leaders with competing priorities
- No internal playbook for how to execute changes
- Friction between revenue growth and capacity
- Leadership overwhelmed by project debt

### What You Get

- All deliverables from the Growth MRI™
- Pathology Report™: Deep root cause analysis by function
- Growth Prescription™: A sequenced 90-day roadmap
- Workshop: Convert roadmap to operating rhythm
- Integration plan with EOS, OKRs, and project management systems

### Process Walkthrough



### Timeline & Investment

- Delivery: 6–8 weeks
- Investment: \$67,500

### Common Concerns Addressed

- "What if we can't execute internally?" – Roadmap includes resource options (internal, outsourced, fractional).
- "Is this another theoretical report?" – You'll get a team-facing operating map and implementation sequence.



## Service #3: Merger Synergy Blueprint™

Quick Summary: You've signed the LOI. But before you spend \$50K+ on diligence, you need a neutral diagnosis: will this merger make your business stronger—or messier? This rapid diagnostic gives you a "go/no-go" recommendation based on strategic fit and execution risk.

### What It Solves

- Acquisitions that look great financially but are operationally incompatible
- Culture or leadership friction you sense but can't quantify
- Integration planning blind spots

### What You Get

- MRI-style scorecard across 8 categories of the target business
- Red Flag Matrix – Leadership, structure, dependencies, process
- Strategic Fit Score and Amplifier vs. Risk Map
- Visual Report + Pre-Diligence Brief
- Optional: Integration Playbook

### Process Walkthrough



### Timeline & Investment

- Delivery: 10–15 business days
- Investment: \$10,000 (only available post-Growth MRI™)

### Common Concerns Addressed

- "Can you do this with minimal access?" – Yes. We use inferred diagnostic logic and owner-side assessments. No financial information is required.
- "Does this replace diligence?" – No. This tells you whether full diligence is even worth doing and offers a robust basis for LOI term development.





# Service #4: AI Readiness Diagnostic™

Quick Summary: AI is everywhere—but most companies have no idea how to apply it to their real-world operations. The AI Readiness Diagnostic™ is designed to remove the hype and deliver practical insight. It maps out where AI fits in your workflows, where it doesn't, and how to make it actually deliver savings—not stress.







## What It Solves

- Confusion around which departments are AI-ready
- Overload from vendor pitches and tool fatigue
- Leadership uncertainty around AI ROI and implementation risk
- Burnout from manual processes that could be automated

## What You Get

- 6-stage diagnostic process focused on ROI, readiness, and risk
- AI Opportunity Map™ tailored to your company's size, stack, and goals
- Cost-savings and impact potential ranked by function
- Clear answers to: Where does AI belong? What's realistic? What's hype?
- Next-step options (Catalyst builds, your team builds, or guided handoff)

## Process Walkthrough

	<b>Initial Opportunity Scan</b> Understand core pain points, current tech stack, and budget expectations
	<b>Toe Dipper (Optional)</b> Hands-on audit of a single workflow
	<b>Comprehensive Assessment</b> Full audit of operations, budget, team readiness, and stack
	<b>Key Findings Report</b> Summarized strengths, gaps, opportunities
	<b>Review Meeting</b> Present report and discuss next-phase options
	<b>Ongoing Support</b> Custom project plan or documentation handoff

## Timeline & Investment

- Delivery: 1 to 10 business days
- Investment:
  - \$0 (Initial call)
  - \$1,500 (Toe Dipper)
  - \$5,000+ (Full diagnostic based on scope)

## Common Concerns Addressed

- "Is this another tech sales funnel?" – No. We don't resell tools. We diagnose.
- "Will this replace staff?" – Our aim is to reduce burnout—not headcount.
- "Can I use this internally?" – Yes. You can use the report to execute internally, or we can assist.



## Ready to Start?

Schedule your free Growth MRI™ Call today at [CatalystDxRx.com/booking](https://CatalystDxRx.com/booking).

We'll explain the process, confirm fit, and set expectations—no pitch, no pressure.

For questions or to request a multi-service proposal, contact [info@CatalystDxRx.com](mailto:info@CatalystDxRx.com).

