

SITG-CONSULTING

INDEPENDENT TRANSFORMATION · GOVERNANCE · ASSURANCE

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# SITG Founder Product Review and Validation™

*Independent Validation for Founders Seeking  
Enterprise Customers and Investor Scrutiny*



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*Evidence over assumption. Control over narrative.*

# The Problem

*The market rewards claims over evidence.*

Products ship with security labels. Platforms declare AI-safety compliance. Cryptographic implementations assert quantum readiness. The question buyers, regulators and investors increasingly ask is whether any of it is real.

**Internal testing**

is not independent

**Vendor  
benchmarks**

are not impartial

**Compliance  
checkboxes**

are not proof

*Without an independent, evidence-led verdict, a founder's claims are assertions, not proof.*

# Independence, by Structure

*Validation is only commercially valuable when the validator has nothing to gain from the answer.*

## **No vendor partnerships**

Every technology assessed on evidence, never on alliance.

## **No equity stakes**

No financial interest in any client outcome beyond the quality of the work.

## **The 24-month bar**

Findings can never become a sales pipeline. Verdicts stay clean.

## **Evidence as the standard**

Conclusions grounded in demonstrable evidence, not maturity scores or marketing claims.

**The engagement fee is the only fee. There is no downstream revenue line. By design.**

# The Solution

The SITG Founder Product Review and Validation provides independent, forensic validation of a founder's product claims, governance posture and operational readiness. The same methodology applied to regulated enterprises and critical infrastructure, calibrated for founder-led ventures.

## Validated

Claims substantiated.  
Evidence complete.  
Governance sufficient. Fit for purpose.

## Conditional

Material gaps identified.  
Remediation path defined. Re-validation required.

## Not Validated

Claims not substantiated.  
Evidence absent or contradictory. Not fit for purpose.

*Investors use the verdict for due diligence. Procurement teams use it to clear vendor gates. Regulators use it to assess compliance posture.*

# What We Validate

*Six categories of claim examined across every engagement*

## Technical Claims

Does the product do what the founder says it does?

## Security Claims

Are security controls implemented, tested and evidenced?

## Governance Claims

Can the organisation sustain what the product delivers?

## Compliance Claims

Does the product align to the standards it references?

## Operational Claims

Is the product fit for deployment in the environments claimed?

## Resilience Claims

Can the product recover, adapt and maintain service under stress?

*Evidence depth scales with the band. Essential examines at documentation level. Full Validation subjects all six categories to forensic testing.*

# Three Bands

*Calibrated to maturity, governance posture and evidential standard*

## Essential

10-15 days | Low

- Claims mapping and gap analysis
- Governance posture assessment
- Standards alignment
- Remediation priorities
- Executive summary with verdict

## Enhanced

20-30 days | Mid

- Technical validation of core claims
- Architecture review
- Governance readiness assessment
- Evidence model construction
- Annual revalidation available

## Full Validation

30-60 days | High

- Forensic end-to-end validation
- Full QCAS/framework alignment
- SITG Validated certificate
- Supply-chain assurance
- Annual revalidation available

# Band 1: Essential

*Governance alignment, claims mapping and gap analysis*

## Target Profile

Early-stage founders, pre-Series A or early-revenue, building products with security, cryptographic, PQC, AI-safety, trust or governance claims. Governance may be informal or absent.

## Operating Model Alignment

Centre of gravity: Discover and Govern

## Parameters

Timeline: 10-15 working days

Effort: Low | Pricing: Low

## Deliverables

- Claims and Assertions Register
- Governance Posture Assessment
- Gap Analysis Report
- Remediation Priorities
- Executive Summary with Verdict

# Band 2: Enhanced

*Technical validation of core claims with governance-readiness assessment*

## Target Profile

Funded founders (Seed to Series B) with a working product, established or emerging governance, and a need for independent technical validation to support investor due diligence or enterprise procurement.

## Operating Model Alignment

Centre of gravity: Discover, Govern and Assure

## Parameters

Timeline: 20-30 working days

Effort: Mid | Pricing: Mid

Annual revalidation available

## Deliverables

- Technical Validation Report
- Architecture Review
- Governance Readiness Assessment
- Evidence Model
- Remediation Roadmap
- Investor/Procurement Pack

# Band 3: Full Validation

*Forensic, end-to-end validation with publishable verdict*

## Target Profile

Growth-stage founders (Series B and beyond), or any founder whose product requires a publishable, independently validated market position. Claims must withstand procurement diligence, regulatory inquiry and audit examination.

## Operating Model Alignment

Centre of gravity: all five phases

## Parameters

Timeline: 30-60 working days

Effort: High | Pricing: High

Annual revalidation available

## Deliverables

- Full Validation Report
- Protocol/Implementation Evidence
- AI-Risk/Trust Validation Evidence
- Governance Validation Report
- Supply-Chain Assurance Report
- Evidence Pack
- SITG Validated Certificate
- Executive Presentation

# Anchored in the Five Conditions of Control

## **I. Visibility**

See the estate, the claims, the gaps

## **II. Governance**

Decision structures that withstand scrutiny

## **III. Transformation**

Change governed through evidence, not timelines

## **IV. Assurance**

Independent validation of what is claimed

## **V. Evidence**

Proof engineered for boards, regulators, auditors

# Bands Mapped to Conditions of Control

*Primary = core focus of the band | Supporting = addressed but not the centre of gravity*

	Visibility	Governance	Transform.	Assurance	Evidence
<b>Essential</b>	Primary	Primary	Supporting	Supporting	Supporting
<b>Enhanced</b>	Primary	Primary	Supporting	Primary	Primary
<b>Full Validation</b>	Primary	Primary	Primary	Primary	Primary

*Full Validation engages all five conditions at primary level. Essential focuses on Visibility and Governance. Enhanced adds Assurance and Evidence.*

# Why This Exists

*A note to founders.*

You have built something. It may be genuinely good. It may solve a real problem. It may be technically superior to what exists in the market.

None of that matters if you cannot prove it.

If your product is genuine, validation will prove it. If your product has gaps, validation will find them before a buyer, a regulator or an auditor does. Either outcome is in your interest.

**The engagement produces a clear verdict: Validated, Conditional, or Not Validated.**

That verdict is evidenced, traceable, and designed to enter your investor materials, your procurement responses, your regulatory submissions and your board records.

*Begin with the question you  
cannot yet answer with evidence.*

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[info@sitg-consulting.com](mailto:info@sitg-consulting.com)

[www.sitg-consulting.com](http://www.sitg-consulting.com) | +66 97 217 6658

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