ENTRY-STAGE INTELLIGENCE

Revenue truth, before it gets priced into the deal.

The read that tells you whether the customer base will hold up, before you price the deal.

A behavioural diagnostic of customer-base health, delivered in five days from clean data. The Health Check gives PE deal teams a decision-useful read on revenue quality, before formal processes begin.

WHAT STANDARD SCREENING MISSES

Most deal flow filters rely on management accounts, the CIM and a handful of commercial conversations. None of these tells the deal team whether the customer base is healthy or quietly eroding.

The Health Check answers that question in five days, on full transaction data, before the deal team commits the much larger budget that formal CDD requires.

Before you commission six weeks of CDD, get five days of full data, customer base evidence. If the base is healthy, you proceed with confidence. If it is not, you save the CDD spend and the deal team time. Either way, you make a better informed go or no-go call than the IM alone allows.

WHERE IT SITS IN THE DEAL LIFECYCLE

ENTRY

The Health Check

Is the revenue real?

HOLD

Customer Base Diagnostic

Is the thesis surviving?

EXIT

Customer Base Diagnostic

Can we prove it to buyers?

SEVEN DECISION-USEFUL READS

What the Health Check surfaces

Seven linked reads convert full transaction data into a practical go or no-go view of customer-base health.

01 Revenue Dependency
Which customers the revenue is actually resting on, and whether the base is structured around a durable core or a vulnerable concentration.

02 Base Resilience
How that dependency is distributed, and the difference between a base that can absorb pressure and one that cannot.

03 Acquisition Cohort Quality
Whether recent customer growth is coming in at high or low value relative to the existing base.

04 Revenue Durability Indicators
The proportion of revenue that is structurally supported versus already at risk.

05 Revenue Composition
What percentage of revenue comes from improving, stable, and deteriorating customer populations.

06 Trajectory
A directional read on whether the base is strengthening or weakening.

07 Investment Implication
The single most important implication for the investment thesis.

WHEN TO COMMISSION

1. Pre-deal screening

You have identified a target. The customer base is central to the investment thesis (ecommerce, subscription, consumer, financial services, retail). You need a quick, evidence-based read before committing to formal processes.

2. Specialist layer within broader advisory

You are leading a broader advisory engagement and the customer-base question requires specialist behavioural depth that sits outside your team's methodology.

ENGAGEMENT AT A GLANCE

DURATION	Five days from clean data to delivery
DEAL MOMENT	Initial screening, or specialist layer within formal CDD
OUTPUT	Structured written report with visualisations
PRESENTATION	60-minute deal team walkthrough included
DATA REQUIRED	Anonymised transaction extract. No PII

Powered by Keystone IQ's Revenue Quality Architecture™

Distributional analysis across five behavioural metrics (frequency, total spend, breadth of purchasing, recency, and order value) applied to full transaction data. Segments emerge from where customers actually cluster, not from where a model assumes they should. Layered with twenty years of operator-side judgement across ecommerce, subscription, streaming, loyalty, financial services and retail.

Get in touch

keystoneiq.co/services/health-check
info@keystoneiq.co
LinkedIn /company/keystoneiq