

THE SOUTH PACIFIC TUNA MARKET ENTRY KIT™ (SYNTHESIZED)

Read this in 5 minutes. Use it for months.

This Kit is a **decision-readiness cheat sheet** for international innovation companies entering the **South Pacific tuna cluster**.

It shows how **adoption decisions really move** in a risk-heavy, compliance-aware environment—so you can create decision motion fast:  
**one clear use case → clear ownership → clear KPIs → a pilot plan that is bounded + measurable + reversible.**

*Want the full Kit? You can request it during the 15-minute Fit Call.*

PILOT APPROVAL STACK

**What Buyers Need to Approve a Pilot**

<p><b>1. One Use Case</b>          A single, bounded starting point (not “pilot everything”).</p>
<p><b>2. Ownership</b>          Problem-owner + risk-owner + accountability-owner, named.          — plus Risk Carrier (who feels ‘blame’ the most if it fails).</p>
<p><b>3. Minimum Access</b>          Data + systems + time required (explicit).</p>
<p><b>4. Defensible Proof</b>          3-5 KPIs + baseline method + success thresholds.</p>
<p><b>5. Risk &amp; Rollback</b>          How disruption is minimized + how you revert safely.</p>
<p><b>6. Decision Checkpoint</b>          Who approves what next if results are good.</p>

Most deals don’t stall because the buyer isn’t interested. They stall because one block of the approval stack is missing. Use this Kit to complete the stack for one pilot—so the buyer can forward it internally without rewriting. That’s what turns interest into a real next step.

If any block is missing, the deal usually stalls later.

[Book a Call](#)

### 1) THE REAL REASON “GREAT MEETINGS” DIE HERE

Most deals don't fail because the tech isn't interesting. They fail because the buyer can't confidently answer these internal questions:

- Who owns this weekly? (Someone must run it.)
- What access is needed? (Data, systems, time, permissions.)
- What could go wrong? (Ops risk, compliance risk, IT risk.)
- Who would feel the 'blame' most if this fails? (This is why pilots often don't get approved.)
- How do we prove it? (KPIs + baseline method.)
- Who approves the next step? (A real decision checkpoint.)

If your material doesn't help them answer those, internal forwarding breaks—and momentum dies.

### 2) TWO DEFINITIONS THAT CHANGE EVERYTHING

**Decision motion** = each conversation produces a next step that can survive internal approval.

**Pilot-ready** = a pilot that is *bounded, measurable, reversible, with clear ownership + minimum access + defensible proof + a decision checkpoint.*

### 3) THE MARKET AS A DECISION SYSTEM (NOT A “SALES MARKET”)

In this cluster, decisions concentrate around: **continuity, compliance, risk, trust.**

Innovation may contract with one entity—but adoption is shaped by a system:

- **Fleets (at-sea):** uptime, safety, reliability, crew impact
- **Processors (onshore):** throughput, quality, compliance exposure, yield, cost
- **Regulators/authorities:** auditability, reporting, constraints
- **Standards/auditors:** what counts as defensible proof
- **Allies/integrators/associations:** can accelerate trust—or add friction
- **Internal committee:** Ops, Quality/Compliance, IT, Finance, Exec

Core insight: One champion is not enough. The “risk-owner” must be satisfied.

### 4) THE ONLY 3 ROLES THAT MATTER IN PRACTICE (OWNERSHIP TRIAD)

Every pilot needs these 3 owners—explicitly:

1. **Problem-owner** (feels pain, wants change)
2. **Risk-owner** (must approve it's safe. Protects the other elements of the company.)
3. **Accountability-owner** (controls the operations and budget day-to-day + reports results)

Rule: If your story only helps the problem-owner, it usually dies at risk-owner review.

#### HOW ADOPTION WORKS IN THE SOUTH PACIFIC TUNA CLUSTER

ACTORS	ENTRY DOORS	WHAT BLOCKS APPROVAL?
Fleets	Continuity	Ownership unclear
Processors		Access unclear
Regulators	Compliance	Risk unclear
Standards/Auditors		Proof unclear
Ecosystem Allies	Cost / Resources	Next step unclear
Buying Committee (Ops / QA / IT / Finance / Exec)		

Choose the door → reduce uncertainty → make the pilot easy to approve.

## 5) CHOOSE YOUR ENTRY DOOR FIRST (3 “PERMISSIONED DOORS”)

### Door A: Operational Continuity

Goal: protect throughput, stability, uptime.

What gets approved: small scope, low disruption, clear rollback, clear proof.

Example KPIs: downtime minutes/week, throughput variance, time-to-detect vs time-to-correct.

### Door B: Compliance Defensibility

Goal: audit-safe records, traceability integrity, export readiness.

What gets approved: cleaner proof + easier retrieval without new risk.

Example KPIs: % required fields complete, retrieval time, exception rate, manual steps per batch.

### Door C: Cost & Resource Pressure

Goal: measurable relief on labor/energy/waste/yield/efficiency.

What gets approved: tight baseline method + low internal effort.

Example KPIs: energy per unit output, labor hours per shift, yield/waste delta.

**Choose the door first. Then design the pilot.**

*NOTE: Relevance opens doors. Risk containment keeps them open.*

## 6) THE 90-SECOND “PILOT-READY” GATE (ANSWER THESE 6)

If you can answer all 6 clearly, you’re pilot-ready. If not, fix readiness before pushing meetings:

1. **Door**: continuity / compliance / cost
2. **Use case**: one bounded starting point (not “pilot everything”)
3. **Owners: Problem Owner + Risk Owner + Accountability Owner**
  - a. **Risk carrier**: If this fails, who feels the downside most?
4. **Access**: minimum data/systems/time needed
5. **Proof**: 3-5 KPIs + baseline method
6. **Rollback**: how you reverse safely

**If you only do one thing from this Kit: Fill the Pilot Pathway Outline at the end.**

## 7) THE 5 QUESTIONS THAT CREATE DECISION MOTION (ASK EARLY)

Use these in your first real buyer conversations:

1. “Who owns this weekly?”
2. “What would make this a ‘no’ from Ops/Compliance/IT?”
3. “What access is hardest to grant—and why?”
4. “Which KPIs would be considered defensible internally?”
5. “If results are positive, who approves next—and what do they need to see?”

If your contact can’t answer these, they may not be the full decision path.

### Fast Rejection Triggers (Avoid These)

- Scope: “pilot everything,” unclear boundaries
- Risk: no rollback plan, unclear access/security
- Proof: no baseline method, vague KPIs
- Ownership: no weekly owner, no decision checkpoint

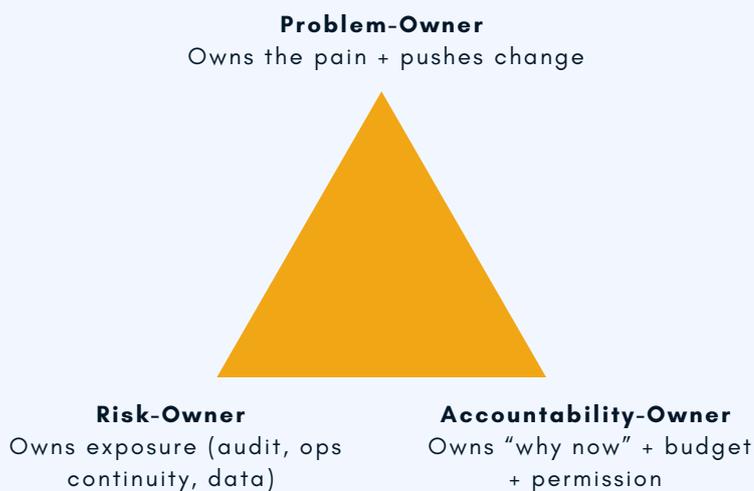
# HOW DECISIONS MOVE IN THE SOUTH PACIFIC TUNA CLUSTER

A practical model to turn interest into a pilot-ready next step

## DECISION MOTION LADDER



## OWNERSHIP TRIAD



### Why "great meetings" stall

- No internal owner (weekly)
- Scope creep ("pilot everything")
- Access unclear (data, time, permissions)
- KPIs not defensible (no baseline/method)
- No decision checkpoint (who approves next)

**Your advantage isn't better tech. It's being the rare innovation company that makes adoption easy to approve.**

## 8) THE "PILOT PATHWAY OUTLINE" (COPY/PASTE TEMPLATE)

*A pilot is not a demo. It's a controlled operational exception—so it must be easy to approve. Fill out this template as best you can. Then, we'll help you sharpen it, clarify ambiguities and translate it to Spanish.*

### 1. Door + Fit (1 sentence)

Door:  Continuity  Compliance  Cost

Fit sentence: We improve [outcome] in [process step] by [how], with low disruption, in [timeframe].

### 2. Scope (bounded)

Process step: [ ]

Included: [ ]

Excluded: [ ]

Why low disruption (1 sentence): [ ]

### 3) Ownership + cadence

Problem-owner: [ ]

Risk-owner: [ ]

Accountability-owner: [ ]

Cadence: weekly check-in (15-30 min) + final decision date: [ ]

### 4) Minimum access (make it explicit + minimal)

Data needed (fields + frequency): [ ]

Integration posture:  none  read-only  write (extra approval)

Internal effort: [X hours/week]

Permissions/security notes (1-2 lines): [ ]

### 5) Proof (defensible)

KPIs (3-5, in buyer language): [ ]

Baseline method (period + source): [ ]

Success thresholds: success / partial / stop

### 6) Risk + rollback (reversible)

Disruption minimized by: [ ]

Rollback plan: who triggers + how fast + what stops: [ ]

### 7) Timeline (30-90 days)

Week 0 setup → Weeks 1-X run → final review in week Y

### 8) Decision checkpoint (the missing link in most pilots)

If success: next step + who approves + what they need to see

If partial: iterate + who approves

If stop: close cleanly + owner

## 6-Answer Readiness Gate



**You must be able to answer all six very clearly.  
If any are vague, the deal stalls later. Fix it now.**

## PILOT READINESS SCORECARD (0-30)

After drafting your pilot, score each item with

0 • 1 • 2

0 = unclear • 1 = partial • 2 = clear + ready

A) Fit & Scope	Score
• Door is explicit (A/B/C)	—
• Single bounded use case	—
• Included/excluded boundary is clear	—

B) Ownership (6)	Score
• Problem-owner named + risk carrier identified	—
• Risk-owner named	—
• Accountability-owner named	—

C) Access (6)	Score
• Minimum data defined (fields + frequency)	—
• Integration posture clear (none/read-only/write)	—
• Access/security approach clear	—

D) Proof	Score
• 3-5 KPIs in buyer language	—
• Baseline method defined	—
• Success thresholds defined	—

E) Risk & Next Steps	Score
• Rollback plan exists	—
• Disruption minimized (explicit)	—
• Decision checkpoint defined (who approves what next)	—

score bands: 24-30 pilot-ready • 16-23 tighten • 0-15 early.

### 9) WHEN A 15-MINUTE FIT CALL IS WORTH IT

Book a Fit Call if at least one is true:

- You can name your entry door and want a fast sanity-check on fit
- You have a bounded use case and want to pressure-test a pilot pathway
- You want a realistic go / no-go before investing time, outreach, or travel

Want the full Kit? Request it during the 15-minute Fit Call and we'll share the complete version (with expanded examples, deeper decision logic, and implementation guidance).

What to bring (so it's useful):

- 1-sentence "what we do"
- Your Door (A/B/C)
- Your bounded use case (even rough)
- Any known constraints (data, hardware, integrations, timeline)

[Book a Call](#)

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