

THE PRSC READINESS STANDARD

A Framework for Measuring Commercial Readiness in Partnership-Driven Ecosystems

Version 1.0 · Effective July 22, 2026 · Public Document

1. Purpose and Governing Philosophy

The PRSC Readiness Standard (the "Standard") is the foundational methodology of the Partnership Readiness Standards Council ("PRSC" or the "Council"). It defines what commercial readiness means, how it is measured, and how scores are interpreted for entities operating within sponsorship, partnership, and investment-driven ecosystems.

The Standard exists because the partnership economy has a measurement problem. Billions of dollars are committed annually to sponsorships and strategic alliances based on fragmented data, historical assumptions, and relationship-driven intuition. There is no shared language for commercial readiness — no standardized framework that tells a brand whether a team is actually prepared to deliver commercial value, or tells a team precisely where its commercial architecture is failing. The result is misaligned capital, underperforming partnerships, and a persistent gap between what partnerships cost and what they return.

The Standard is designed to close that gap. It provides a common, rigorous, and independently governed framework that transforms observable commercial signals into structured readiness intelligence — enabling supply-side entities to understand their commercial maturity, demand-side entities to make better allocation decisions, and the broader ecosystem to operate with greater confidence and accountability.

"The Standard's governing objective is to maximize the long-term enterprise value of the partnership ecosystem by establishing readiness measurement as trusted market infrastructure. Independent governance, rigorous methodology, and consistent application are design mechanisms — they exist because they build the market trust required for broad adoption and durable commercial outcomes."

The Council publishes the Standard — its definitions, scoring philosophy, version history, and interpretation guidance — so that all ecosystem participants can understand what is being measured and why. The Council does not publish the Readiness Engine™, the proprietary intelligence system that applies the Standard. The weights, calibration logic, scoring formulas, and algorithmic

architecture of the Engine are held as permanent trade secrets. This division — publish the Standard, protect the Engine — is the same principle that governs every credible ratings and standards body. Credibility and defensibility coexist.

2. Scope and Applicability

The Standard is designed to evaluate commercial readiness across the full range of entities that participate in partnership-driven ecosystems. The Standard applies to, but is not limited to, the following entity types:

Entity Type	Ecosystem Role	Score Type Generated
Teams & Racing Entities	Supply-side — primary commercial asset	PRSC Readiness Score™
Drivers & Athletes	Supply-side — individual commercial asset	PRSC Readiness Score™
Series & Sanctioning Bodies	Supply-side — ecosystem infrastructure	PRSC Readiness Score™
Brands & Sponsors	Demand-side — capital and activation partner	Partnership Readiness Score™
Agencies	Intermediary — advisory and activation	Partnership Readiness Score™
Strategic Investors	Capital — equity or structured investment	Investment Readiness Score™

The Standard applies a single universal architecture — the six Readiness Dimensions™ — to all entity types. The Readiness Engine™ applies audience-specific calibration models to generate contextually relevant scores for each entity type from that shared architecture. This means the Standard is consistent across the ecosystem while the scores it generates are specific to the role and context of each entity being evaluated.

3. The Six Readiness Dimensions™

The Standard evaluates commercial readiness across six universal dimensions. Each dimension measures a distinct and essential component of an entity's ability to create, capture, and sustain commercial value in a partnership-driven ecosystem. Together, the six dimensions constitute a complete picture of commercial readiness — no single dimension is sufficient on its own, and weakness in any dimension creates commercial friction that limits the performance of the others.

Each dimension is scored on a scale of 0-100. A composite PRSC Readiness Score™ is derived from the six dimensional scores using the Readiness Engine™. Dimensional scores and the composite score are provided to evaluated

entities in their scored Readiness Report. Benchmark comparisons are provided where the Readiness Benchmark Database™ contains sufficient data for the entity's tier and category.

Dimension 1 — Signal Strength™

Signal Strength measures the clarity, consistency, and accessibility of an entity's commercial value. It asks a fundamental question: can the market see you clearly enough to act on what you offer?

An entity with high Signal Strength has a coherent commercial narrative, consistent messaging across channels, and a value proposition that is easy for potential partners to discover, understand, and engage with. An entity with low Signal Strength may have genuine commercial value that the market cannot perceive or act upon — a condition the Standard calls Decision Visibility™ gap.

Signal Strength evaluates four areas: the coherence of the commercial narrative, the consistency of messaging across platforms and touchpoints, the accessibility of the entity to potential partners, and the relevance of the signal to current market demand. Full construct definitions are provided in the scored Readiness Report.

Dimension 2 — Audience Value™

Audience Value measures the commercial utility, engagement depth, and portability of the audiences an entity influences. It asks: how much commercial leverage does your audience actually provide?

An entity with high Audience Value commands audiences that are demographically aligned with commercial partners' targets, deeply engaged rather than passively following, and demonstrably capable of driving commercial outcomes — purchases, conversions, brand affinity shifts. Critically, the Standard measures Audience Portability™ — the degree to which an entity can transfer audience attention to a commercial partner, independent of organizational affiliation. Reach without portability is a limited commercial asset.

Audience Value evaluates four areas: audience scale and demographic composition, engagement depth and community participation, proven commercial utility, and audience portability. Full construct definitions are provided in the scored Readiness Report.

Dimension 3 — Platform Identity™

Platform Identity measures how clearly and credibly an entity defines its identity, value proposition, and differentiation within the ecosystem. It asks: do you know who you are, and does the market agree?

An entity with high Platform Identity has a clear sense of purpose, a compelling and differentiated value proposition, and a well-defined role within the broader ecosystem. Partners can articulate why they chose this entity over alternatives. An entity with low Platform Identity may be commercially capable but undifferentiated — interchangeable with competitors in the market's perception, which limits pricing power and partnership quality.

Platform Identity evaluates four areas: organizational identity and purpose, value proposition clarity, competitive differentiation, and role clarity within the ecosystem. Full construct definitions are provided in the scored Readiness Report.

Dimension 4 — Activation Capability™

Activation Capability measures the operational readiness to execute partnerships and convert commercial potential into measurable outcomes. It asks: can you actually deliver what you promise?

The Standard explicitly distinguishes between past activation activity and future activation capability. An entity may have a strong track record of past activations but lack the infrastructure, processes, or resources to scale. Conversely, an entity may have strong infrastructure but limited execution history. Both dimensions matter. High Activation Capability means an entity can respond quickly to emerging opportunities, fulfill partnership commitments consistently, and generate measurable results from activation efforts.

Activation Capability evaluates four areas: activation infrastructure and systems, activation readiness and response speed, delivery consistency and fulfillment history, and outcome generation. Full construct definitions are provided in the scored Readiness Report.

Dimension 5 — Measurement Confidence™

Measurement Confidence measures the reliability, integrity, and decision-making usefulness of the information an entity uses to evaluate its own performance. It asks: can you prove what you claim?

This dimension evaluates trust in data rather than reporting volume. An entity can produce extensive reports while having low Measurement Confidence if those reports are based on inconsistent data, lack governance, or cannot be translated into actionable decisions. High Measurement Confidence means an entity's performance data is accurate, governed, and decision-ready — enabling partners to rely on it for investment and renewal decisions.

Measurement Confidence evaluates four areas: measurement infrastructure and technical capability, measurement integrity and data governance, decision intelligence and insight translation, and evidence-based improvement. Full construct definitions are provided in the scored Readiness Report.

Dimension 6 — Relationship Strength™

Relationship Strength measures the quality, trust, durability, and reciprocity of an entity's stakeholder relationships. It asks: do your partners stay, and do they grow with you?

The Standard evaluates relational capability and retention rather than network size. An entity with a large number of short-term or transactional relationships scores lower than an entity with a smaller number of deep, durable, and mutually valuable partnerships. High Relationship Strength is characterized by stakeholder trust, consistent reliability, the creation of mutual value, and the compounding returns of long-term engagements — the relationships that renew, expand, and refer.

Relationship Strength evaluates four areas: relationship trust and organizational reputation, reliability and professionalism, reciprocity and mutual value creation, and relationship durability and partner retention. Full construct definitions are provided in the scored Readiness Report.

4. Scoring Philosophy

A PRSC Readiness Score™ is a point-in-time measure of an entity's commercial readiness across the six dimensions. It is not a ranking, a rating of financial creditworthiness, or a guarantee of commercial outcomes. It is a structured, evidence-based assessment of how prepared an entity is to create, capture, and sustain commercial value in its current state.

Scores are expressed on a 0-100 scale for each dimension and as a composite. The composite score is derived from the six dimensional scores using the Readiness Engine™. The Engine applies audience-specific weighting models calibrated to the entity type being evaluated — the weighting applied to a team differs from the weighting applied to a brand, because the commercial priorities of each role differ. The specific weights and calibration logic are not published; they are held as trade secrets of the Council.

Scores are interpreted in context. A score of 72 means different things for a regional touring car team and a top-tier international series. The Readiness Benchmark Database™ provides the contextual layer — quartile rankings and tier-specific benchmarks that allow an entity to understand its score relative to comparable entities in the ecosystem. Benchmark comparisons are provided where the Database contains sufficient data for the entity's tier and category.

Score Range	Readiness Tier	Interpretation
85 - 100	Readiness Leader	Demonstrates exceptional commercial readiness across

		most or all dimensions. Positioned to command premium partnerships and anchor-level relationships.
70 - 84	Readiness Ready	Demonstrates strong commercial readiness with identifiable areas for improvement. Competitive for mid-to-upper tier partnerships. Improvement in lagging dimensions will drive meaningful score gains.
55 - 69	Readiness Developing	Demonstrates foundational commercial capability with material gaps in one or more dimensions. Partnerships are achievable but commercial friction is limiting performance and pricing.
40 - 54	Readiness Emerging	Demonstrates early-stage commercial readiness. Significant investment in specific dimensions required before competitive partnership positioning is achievable.
0 - 39	Readiness Early Stage	Foundational commercial infrastructure is not yet in place. The Readiness Report will identify the specific dimensions and constructs that require priority attention.

Score tiers are reference points, not thresholds for participation. Any entity may participate in the Readiness Vanguard™ program regardless of their current score. The purpose of the score is to identify where commercial readiness is strong, where it is constrained, and what specific improvements will generate the greatest commercial return.

5. Readiness Drift™

A score has limited value without directional context. The Standard includes a Readiness Drift™ framework that quantifies the variance between an entity's current dimensional scores and the optimal benchmark scores required for commercial success in their specific ecosystem tier.

Readiness Drift identifies the specific dimensions where an entity is falling behind its benchmark — and by how much. It also identifies the dimensions where an entity is performing above benchmark, which represents a competitive advantage to be protected and leveraged. The Drift analysis generates Architecture Priority Signals™ — a prioritized set of actionable interventions ranked by their potential to increase the overall Readiness Score and reduce commercial friction.

Readiness Drift is provided in the scored Readiness Report. It is not a separate product — it is the interpretive layer that transforms a score into a roadmap.

6. The Evidence Standard

The PRSC Readiness Score™ is an evidence-based score. It is not based on self-reported claims, survey responses, or subjective assessments. It is based on verifiable evidence submitted through the PRSC Evidence Portal™ and, where applicable, third-party data sourced by the Readiness Engine™.

Evidence is classified by source, recency, and verifiability before it is applied to the scoring architecture. Evidence submitted by the entity being scored is weighted differently from third-party verified data. More recent evidence is weighted more heavily than historical data. Evidence that can be independently verified is weighted more heavily than evidence that cannot.

This evidence classification logic is a core feature of the Standard's integrity. It means that a score cannot be inflated by submitting volume without substance. The Engine is designed to reward genuine commercial readiness, not the appearance of it.

"The Standard measures what is actually true about an entity's commercial readiness — not what the entity believes to be true, and not what the entity wishes were true. Evidence quality determines score quality."

7. Version Governance

The Standard is a living document. It will evolve as the partnership ecosystem evolves, as new data sources become available, and as the Council's understanding of commercial readiness deepens. All changes to the Standard are governed by the Council's Governing Body and Methodology Committee under the methodology change governance process established in the PRSC Operating Agreement.

The Council commits to the following version governance principles:

Version Numbers. Every published version of the Standard carries a version number (e.g., v1.0, v1.1, v2.0). Minor updates that clarify language

without changing the scoring architecture increment the minor version number. Substantive changes to the dimensions, constructs, or scoring philosophy increment the major version number.

Effective Dates. Every version carries an effective date. Scores issued under a prior version are identified by the version under which they were generated.

Archived Versions. All prior versions of the Standard are archived and remain publicly accessible. The Council does not delete or revise prior published versions.

Change Summaries. Substantive changes are accompanied by a published summary describing what changed, why it changed, and how entities previously scored under the prior version should interpret the change.

Advance Notice. Substantive changes are announced with reasonable advance notice before the new version becomes effective, except for emergency corrections required to address material errors.

8. What Is Not Published

The Council is committed to transparency about what the Standard measures and how scores are interpreted. The Council is equally committed to protecting the proprietary intelligence architecture that makes the Standard valuable. The following components of the Readiness Engine™ are held as permanent trade secrets and are not published, disclosed, or licensed in any form:

- The dimensional weighting models — the relative weights assigned to each of the six dimensions in the composite score calculation.
- The audience-specific calibration logic — the adjustments applied to generate contextually relevant scores for different entity types.
- The construct scoring formulas — the algorithms that translate observable indicators into construct scores and dimensional scores.
- The evidence weighting methodology — the specific logic used to classify and weight evidence by source, recency, and verifiability.
- The benchmark calibration models — the statistical models used to generate quartile rankings and tier-specific benchmarks.
- The Readiness Drift™ calculation methodology — the specific algorithms used to calculate variance from optimal benchmark scores.
- The Architecture Priority Signals™ recommendation logic — the prioritization engine that ranks interventions by their potential impact.

This is not a limitation on transparency — it is the design of a credible standards body. The Standard tells you what is measured and what it means. The Engine

determines how it is measured. Every credible ratings and standards organization in the world operates on this principle. Publishing the Engine would not make scores more credible — it would make them gameable.

9. Governance and Independence

The Standard is governed by the Partnership Readiness Standards Council, an independent standards body organized as a Delaware limited liability company. The Council's Governing Body holds exclusive authority over what the Standard measures, how it evolves, and when it changes. No commercial party — including Decision Intelligence Systems, Inc. ("DIS"), the Council's exclusive technology operator — has authority to direct methodology decisions.

The Council and DIS are affiliated organizations with distinct responsibilities. The Council governs the Standard independently. DIS licenses the Standard and operates the Readiness Terminal™ and Evidence Portal™ under an arm's-length licensing agreement. Governance safeguards — including the Conflict Prohibition, the Revenue Firewall, and the Founder Recusal Protocol — are published in the Council's Governance & Market-Trust Charter and are binding under the Council's Operating Agreement.

The Council publishes an Annual Governance Statement covering board composition, conflicts disclosed, methodology versions, and the Revenue Firewall Certification. The Annual Governance Statement is available on the Council's website.

10. Contact and Further Information

Questions about the Standard, the scoring process, or the Readiness Vanguard™ program may be directed to the Council through the contact information published on the Council's website at readinessterminal.com.

To request a scored Readiness Assessment, visit the Evidence Portal™ at readinessterminal.com or submit a Request a Briefing inquiry through the Council's website.