# Wbuild Commercial Maturity Diagnostic

> *Andrés Carey is co-founder of Wbuild.io, an end-to-end private-capital real estate fundraising platform, where he serves as Chief Legal Officer. He is an Attorney trained at Pontificia Universidad Católica de Chile and holds an LLM in Corporate Law from NYU. Alongside his track record as a Fintech entrepreneur and board member of Fundación Fernando González, he brings professional experience in Chile at the prestigious corporate law firm Carey y Cía, where he was part of the Tax and Corporate teams.*

## Background

The company had already successfully validated its value proposition in a demanding market, with growing demand and room for financial and technological innovation. With clear signs of product market fit, the challenge was no longer about convincing the market — it was about scaling sustainably. The management team recognized that the next stage required strengthening commercial operations, standardizing the acquisition-to-retention cycle, professionalizing pipeline management, and securing reliable metrics for decision-making and capital rounds.

## Solution

To turn that step forward into reality, we first needed to pressure-test the theses the team had been building about where the real commercial-maturity levers were. We also needed a broader executive-level read — one that went beyond perceptions, isolated conversations, or partial metrics. What was required was a framework for looking at the full commercial cycle, from demand generation through post-sales, with verifiable evidence and shared criteria for assessing capabilities, processes, data, tools, and roles.

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We applied Imppulsor's Commercial Maturity Diagnostic because it fit our moment, our
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Source: https://imppulsor.com/casos-de-exito/wbuild-commercial-maturity-diagnostic/