

OMA NEXUS â Outreach-Ready Materials Framework (Illustrative)

Version: July 2026

Proof-led outreach structure

Define target account by category, channel, size, and operating fit

Build proof stack: product fit, compliance readiness, capacity, lead time

Lead with specific commercial hypothesis â not generic introduction

Track objections, missing proof, and follow-up timing

Move qualified conversations into controlled RFQ or pilot path

Who it is for

Industrial buyers, sourcing teams, and export-ready manufacturers preparing a reviewed OMA NEXUS workflow.

Required inputs

Company and category context; target market; technical or product scope; available evidence; commercial assumptions; requested decision date.

Sample table

Item | Evidence | Score | Risk | Owner | Next action

Example requirement | Document pending | 2 / 5 | Medium | Project owner | Confirm evidence

Scoring criteria / checklist

5 = complete and supported; 3 = usable with gaps; 1 = missing or unsupported. Review category fit, documentation, commercial clarity, timing, and market readiness.

Risk flags

Unsupported claims; unclear certification scope; missing technical inputs; unrealistic MOQ or lead time; undefined import, payment, or compliance responsibility.

Next action

Assign owners to gaps, confirm evidence, and request the appropriate OMA NEXUS review before supplier outreach or commercial commitment.

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