

EXECUTIVE GTM SIGNAL BRIEF

TO: Executive Review Board
 FROM: Leon Basin, Revenue Architect
 DATE: January 1, 2026 SUBJECT: GTM Signal and Pipeline Health Review

1) BOTTOM LINE UP FRONT (BLUF)

- Signal:** High-volume activity in the "War Room" (NVIDIA, eBay) is being obscured by stagnation in the "Freezer" (SnapMagic, Aikido).
- Risk:** Pipeline value is artificially inflated by "zombie deals" in the \$3k to \$5k per month range that have stalled beyond 30 days.
- Decision Required:** Purge stalled accounts and consolidate "Fractional" plus "War Room" signals into a single drag-and-drop view that forces weekly kill or promote decisions.

2) CURRENT STATE ASSESSMENT

- Pipeline Fragmentation:** Deal context is split across "War Room" CSVs (prioritized outreach) and "Network" tracking, creating a recurring weekly reconciliation drag (estimated 4 hours).
- Stalled Inventory:** The "Freezer" contains high-potential logos (SnapMagic, Mistral AI) with no movement since late November, creating false coverage in the forecast.
- Active Velocity:** "Fractional" pipeline shows healthier motion, with FYM Partners (\$5k per month) and TechFlow (\$1.5k per month) advancing into proposal or active stages.

3) SIGNAL ASSESSMENT

WHAT IS WORKING (SIGNAL)

- Visual prioritization**
The drag-and-drop engine correctly surfaces velocity. FYM Partners (70% probability) separates from noise quickly when stage changes are forced.
- Lead quality**
"War Room" inputs (Trust in Soda, Fastino AI) are high-quality, but require immediate next-step enforcement to prevent drift.

WHAT IS NOT WORKING (NOISE)

- Zombie deals**
Andromeda and Hightouch are stuck in "Stalled" with reactivation dates drifting into late January or February, inflating perceived coverage.
- Manual toll**
Weekly status reporting still requires cross-referencing "Network" and "War Room" tracking to determine the true stage and next action.

4) RISKS AND CONSTRAINTS

- Forecast drift:** Without a hard "Kill/Promote" rule, forecast is inflated by approximately 30% due to inactive "Freezer" deals.
- Input discipline:** Signal quality depends on disciplined inputs. Stalled dates must be treated as constraints, not suggestions (example: SnapMagic reactivation by 1/15).

5) RECOMMENDED ACTIONS (THIS WEEK)

- Purge the Freezer:** Mark SnapMagic, Aikido, and Mistral AI as Closed/Lost if there is no engagement by January 15.
- Consolidate signal:** Adopt the drag-and-drop engine as the single source of truth and stop manual CSV reconciliation.
- Standardize review:** Use this PDF as the default Friday review artifact to force decisions, not status recitation.

6) PROOF OF WORK

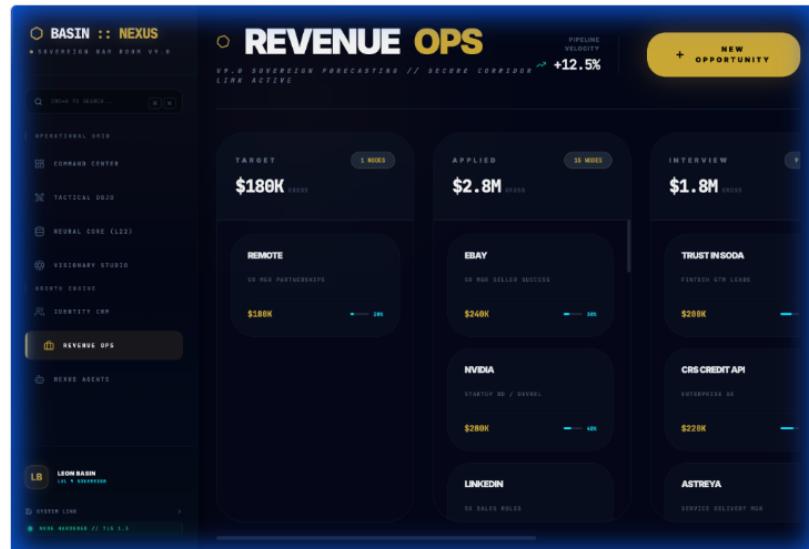


Figure 1: Live GTM Signal Engine demonstrating visual stage management of Fractional and War Room pipelines.