

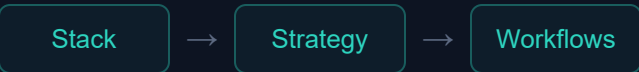


From stack to strategy to *executed workflows*

Three layers, one operating system — the stack powers the strategy, the strategy directs the workflows.

- The right tools, integrated into one engine
- Targeted ICP & messaging that pulls signal forward
- Prebuilt workflows that turn signal into pipeline

THE OPERATING LOOP



01 / Tech Stack

The tools behind engineered growth

INFRA

- Smartlead
- Zapmail
- n8n
- Clay
- Boomerang
- Reoon

DATA

- AI Ark
- Blitz
- Apollo
- Prospero
- Phantom
- Client CRM

BUILD

- Claude Code
- Anthropic

ENGAGE

- LinkedIn
- EmailBison
- Heyreach
- Webflow
- Slack
- Pearl

02 / Strategy

ICP data acquisition & messaging construction

ICP DATA · MESSAGING CONSTRUCTION

GTM STRATEGY

VERTICAL	COMMERCIAL	GEO
Vertical 1	Enterprise	Global
Vertical 2	Midmarket	Regional
Vertical 3	SMB	Local

SIGNAL STRATEGY

STRATEGY ICP

STRATEGY Engagement

INTERNAL ALIGNMENT

Sales	Brand	Growth
Customer Success	Rev Ops	

03 / Workflows

Prebuilt GTM motions — signal to sequence to revenue

DATA

INBOUND

OUTBOUND

Account TAM

CRM AI Ark Prospero Blitz

ICP Development

CRM AI Ark Blitz Clay

Hygiene

Clay AI Prospero Bison Blitz

Engagement Triggers

Apollo Clay

Anon Web Visitors

Clay AI Prospero Blitz

Event Attendance

Clay AI heyreach Bison Blitz

Non-Event Attend.

Clay AI heyreach Bison Blitz

Messaging

AI Clay

Outbound TAM

heyreach Bison

Campaign Hub

Webflow Clay HeyGen

Competitor LinkedIn

heyreach in Phantom Clay

Voice Engagement

Pearl CRM Clay

The stack powers the strategy. The strategy directs the workflows. *Signal becomes pipeline becomes revenue.*