Exhibit H · Blank template

Illustrative

Blank template: pillars by target subsector

Fill each cell with the subsector strategy for that pillar

Subsector	01 Demand Creation	02 Demand Capture	03 Pipeline Acceleration	04 Retention & Expansion
Subsector	Add initiative	Add initiative	Add initiative	Add initiative
Subsector	Add initiative	Add initiative	Add initiative	Add initiative
Subsector	Add initiative	Add initiative	Add initiative	Add initiative

Foundations
cut drag

+1 Revenue Operations — Efficiency: running the engine smoothly

+2 Revenue Enablement — Effectiveness: upgrading the engine

+1 / +2 notes: shared capabilities for the whole engine (never split by row).

Application layer on white paper v1.0. Not a change to canon.
Blank template. Foundations cut drag under every column.
Source: Prinkit Patel, 4+2 Pipeline Thrust Matrix v1.0