Illustrative

Blank template: Exhibit I

Pillars in journey order; foundations undivided

Subsector: _____

Economic buyer	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

User lead	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

Technical evaluator	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

Procurement	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

Finance	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

Influencer	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

+1 Revenue Operations	Efficiency: running the engine smoothly
+2 Revenue Enablement	Effectiveness: upgrading the engine

+1 / +2: shared capabilities; never split by row.

Application layer on white paper v1.0. Not a change to canon.
Blank template for mobile. Foundations stay undivided.
Source: Prinkit Patel, 4+2 Pipeline Thrust Matrix v1.0