Exhibit I · Blank template

Illustrative

Blank template: pillars by buying group

Copy once per subsector. Fill initiatives per role and pillar

Subsector: _____

Buying-group role	01 Demand Creation	02 Demand Capture	03 Pipeline Acceleration	04 Retention & Expansion
Economic buyer	Add initiative	Add initiative	Add initiative	Add initiative
User lead	Add initiative	Add initiative	Add initiative	Add initiative
Technical evaluator	Add initiative	Add initiative	Add initiative	Add initiative
Procurement	Add initiative	Add initiative	Add initiative	Add initiative
Finance	Add initiative	Add initiative	Add initiative	Add initiative
Influencer	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