

Go-to-Market Architecture

The Go-to-Market Architecture spec translates a validated pricing hypothesis from c10-revenue-model-design and a confirmed ICP from c10-customer-market-framing into a concrete sales motion, partner channel strategy, and pilot structure. It is not a marketing plan — it is an operational spec that names the wedge, the sequence of motions, the pilot terms, and the proof-of-value (PoV) metrics that determine whether the pilot converts to a paying contract. Every PoV metric cited here must trace to a live, passing rubric criterion in s2-scoring-system; this is the same anti-vaporware discipline enforced by the C12 contract in c10-revenue-model-design. A GTM architecture without grounded PoV metrics is aspirational writing, not a usable sales instrument.

Go-to-Market Spec Template

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gtm_id: <kebab-case>
offer_id: <offer_id from c10-revenue-model-design>
icp_ref: <icp_id from c10-customer-market-framing>
pricing_hypothesis_ref: <pricing_hypothesis_id from c10-revenue-model-design>
version: <semver>
last_reviewed: <ISO date>

# ■■ Wedge ████████████████████████████████████████████████████████████████████
wedge:
  wedge_description: >
    <The single, specific, smallest-possible problem this offer solves for the beachhead ICP. The wedge is not the full product; it is the problem that gets a first meeting and a first check.>
  wedge_rationale: >
    <Why this wedge and not another? What makes it urgent, visibly painful, and winnable??>
  wedge_capability_ref: <capability_id; the one capability that anchors the wedge>
  expansion_sequence:
    - step: <e.g., stormwater permit triage → building permit triage>
      unlock_condition: <what must be true before this expansion step is valid>

# ■■ Sales Motion ████████████████████████████████████████████████████████████████████
sales_motion:
  primary_motion: <inbound | outbound | channel | product-led | community-led>
  motion_description: >
    <How deals are sourced, qualified, and advanced; who does what at each stage>
  lead_sources:
    - source: <e.g., FASD conference, district manager network, direct inquiry>
      estimated_volume_per_quarter: <number; (illustrative) if unverified>
      qualification_criteria: <minimum signal required to advance a lead to discovery>
  discovery_questions:
    - <question that surfaces the wedge pain and qualifies budget authority>
  champion_profile: >
    <The internal advocate who will shepherd the deal; their motivation and what they need from you to build a business case for the economic buyer>
  deal_stages:
    - stage: <name>
      entry_criteria: <what must be true to enter this stage>
      exit_criteria: <what moves the deal forward>
      owner: <seller or champion>
      expected_duration: <calendar time>

# ■■ Partner Channels ████████████████████████████████████████████████████████████████████
partner_channels:
  - channel_id: <kebab-case>
    channel_type: <referral | reseller | integration-partner | cooperative-purchasing | endorsement>
    partner_name: <organization or program name>
    rationale: <why this partner matters for this ICP>
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[illegible]

pilot:

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# ■■ Proof-of-Value Metrics ██████████
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[illegible]

gtm_id: stormwater-prescreener-gtm-v1

wedge:

so it clears the economic buyer's AI-risk objection. It is winnable in a 90-day pilot without requiring multi-jurisdiction capability.

wedge_capability_ref: stormwater-permit-prescreener

expansion_sequence:

- step: Extend to building permit triage at the same district

unlock_condition: >

Stormwater triage achieves 92%+ engineer-agreement rate over 90-day pilot and pilot converts to annual contract

- step: Expand to a second FL district (Okaloosa County target)

unlock_condition: >

First district reference case published with signed customer quote; multi-jurisdiction rule layer built in t7-multi-municipality-architecture

sales_motion:

primary_motion: community-led

motion_description: >

The elected commissioner seat provides direct access to the FASD network and peer district manager relationships. Initial outreach is peer-to-peer (commissioner to district manager), not vendor-to-buyer. Discovery is a 30-minute working session using the s1-operating-context-canvas as a structured conversation tool. Qualified leads advance to a 90-day pilot offer. No cold outbound.

lead_sources:

- source: FASD annual conference and regional chapter meetings

estimated_volume_per_quarter: "2-4 qualified conversations (illustrative)"

qualification_criteria: >

District has FDEP stormwater delegated authority, annual permit volume >= 40 applications, and a district manager who can approve a pilot without full board vote (check district charter [VERIFY per district])

- source: South Walton County peer network (30A corridor districts)

estimated_volume_per_quarter: "1-2 qualified conversations (illustrative)"

qualification_criteria: Same as above

discovery_questions:

- "How many stormwater permit applications does your district process per year, and what share currently go to engineer review?"
- "How long does a typical clerk spend on triage before the application is routed? What does that cost in staff hours?"
- "Has your district had an FDEP compliance review in the last 24 months, and were any documentation gaps flagged?"
- "Who has authority to approve a software pilot under \$10,000 without a full board vote?"

champion_profile: >

The district clerk or permits coordinator who does the triage work daily. Their motivation is relief from tedious, error-prone citation lookup. They need a 15-minute demo showing their own application type triaged correctly, and a one-page summary they can share with the district manager framing the FS Chapter 119 audit-trail benefit.

deal_stages:

- stage: Discovery

entry_criteria: Lead has FDEP authority and >= 40 permits/year

exit_criteria: Pain confirmed, budget authority identified, champion named

owner: seller

expected_duration: 1-2 weeks

- stage: Demo

entry_criteria: Champion confirmed; district manager aware

exit_criteria: Demo scored favorably by champion; manager agrees to pilot conversation

owner: seller

expected_duration: 1 week

- stage: Pilot Agreement

entry_criteria: Manager approved pilot scope and price; legal reviewed terms

exit_criteria: Signed pilot agreement

owner: seller + customer

expected_duration: 2-4 weeks (procurement cycle)

- stage: Pilot Execution

entry_criteria: Signed agreement; onboarding complete

exit_criteria: pov_metrics targets met or not met; conversion decision made

owner: seller + champion

expected_duration: 90 days

- stage: Conversion

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entry_criteria: Pilot success criteria met; conversion conversation initiated
exit_criteria: Annual contract signed
owner: seller
expected_duration: 2-4 weeks
```

partner_channels:

- channel_id: fasd-endorsement
channel_type: endorsement
partner_name: Florida Association of Special Districts (FASD)
rationale: >
FASD endorsement converts peer credibility into institutional credibility.
A district manager who hears about the tool from the FASD newsletter has pre-qualified it without a cold sales call.
status: target
target_date: "2026-Q4"
moat_contribution: distribution
- channel_id: fl-naspo-cooperative
channel_type: cooperative-purchasing
partner_name: FL NASPO ValuePoint [VERIFY eligibility and schedule]
rationale: >
Cooperative purchasing removes the sole-source procurement objection for small districts. A district manager can order off-contract without a full RFP if the tool is on an approved schedule.
status: target
target_date: "2027-Q1"
moat_contribution: distribution

pilot:

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pilot_duration_days: 90
pilot_scope: >
Stormwater permit triage only; input via district portal CSV export or direct upload; output is a triage recommendation draft for clerk review. Excludes building permits, environmental resource permits, and any applicant-facing communication. The agent never sends directly to applicants.
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pilot_price_usd: 0
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pilot_success_criteria:

- criterion_id: citation-accuracy
criterion_description: >
FDEP rule citations in triage recommendations are correct and applicable
target_score: 4
measurement_method: >
Blind review of 20 sampled recommendations by district engineer; scored against s2-scoring-system Permit-Triage rubric Criterion 1
- criterion_id: jurisdictional-fit
criterion_description: >
Recommendations stay within district scope or escalate correctly
target_score: 4
measurement_method: >
Same blind review; Criterion 2 from s2-scoring-system rubric
- criterion_id: hitl-surfacing
criterion_description: >
HITL gate correctly inserted when engineer review is required
target_score: 3
measurement_method: >
Review of all applications marked engineer-review; confirm gate was inserted before any applicant notification draft was produced

pilot_failure_criteria:

- Any instance of a triage recommendation sent directly to an applicant without clerk review (irreversible-impact boundary violation)
- Citation-accuracy score below 3 on any blind review checkpoint
- District engineer agreement rate below 80% at day 45

conversion_condition: >

```
All three pilot_success_criteria targets met at end of 90-day period; district manager confirms the tool saved >= 1 hour per week of clerk time on average (self-reported or time-tracking data); no pilot_failure_criteria triggered.
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pilot_review_cadence:

- checkpoint_day: 14
agenda: >

- Review first 10 triage outputs together with champion; identify any citation gaps or routing errors; adjust configuration if needed
- checkpoint_day: 45
 - agenda: >
 - Mid-pilot scorecard from s2-scoring-system rubric run; engineer-agreement rate review; go/no-go conversation with district manager
- checkpoint_day: 90
 - agenda: >
 - Full proof-of-value scorecard; conversion offer if criteria met; postmortem on any failures regardless of outcome

pov_metrics:

- metric_id: citation-accuracy
 - metric_description: >
 - Share of FDEP rule citations that are correct and applicable to the permit type being triaged
 - baseline: >
 - Manual process has no systematic citation-accuracy tracking; baseline estimated at 85% from clerk self-report (illustrative)
 - target: >= 4/5 on blind-review rubric at 90-day end
 - measurement_frequency: end-of-pilot
 - accountable_party: seller
- metric_id: hitl-surfacing
 - metric_description: >
 - Rate at which the agent correctly inserts an engineer-review gate on applications that require one
 - baseline: >
 - Manual process routes ~35% of applications to engineer review; current miss rate unknown (illustrative)
 - target: >= 3/5 on rubric; zero missed gates on edge-case inputs
 - measurement_frequency: weekly
 - accountable_party: seller

launch_sequence:

- phase: First Pilot Close
 - entry_gate: Pilot agreement signed with one FL special district
 - actions:
 - Complete onboarding in <= 5 business days
 - Run first triage batch of 10 applications with champion present
 - Confirm citation-accuracy on first batch >= 4/5 before proceeding
 - exit_gate: Day 14 checkpoint passed; no failure criteria triggered
 - owner: seller
 - target_date: "2026-Q3"
- phase: Reference Case Publication
 - entry_gate: 90-day pilot completes; conversion conditions met
 - actions:
 - Document proof-of-value scorecard from s2-scoring-system
 - Obtain signed customer quote from district manager
 - Publish case study to FASD network (with district approval)
 - exit_gate: Reference case live and in active distribution
 - owner: seller
 - target_date: "2026-Q4"
- phase: Second District Pilot
 - entry_gate: Reference case live; t7-multi-municipality-architecture extended to second jurisdiction; FASD channel conversation initiated
 - actions:
 - Outreach to Okaloosa County or Bay County district (illustrative)
 - Replicate pilot structure using GTM spec
 - exit_gate: Second pilot agreement signed
 - owner: seller
 - target_date: "2026-Q4"

GTM Design Principles

Three principles distinguish a durable GTM architecture from a plan that collapses at first contact. First, the wedge must be small enough to close in a single conversation and large enough to make the pain visible. A stormwater triage tool that replaces one step in a permit workflow is the right size — it is not "AI for permitting," which is too large to evaluate, and it is not "AI that summarizes one field in an application form," which is too small to justify a procurement cycle. Second, PoV metrics must be set before the pilot starts, in writing, and they must trace to a live s2-scoring-system criterion — a metric invented during the pilot is a negotiating position, not a proof. Third, partner channels take longer to mature than pilots; start the FASD and cooperative-purchasing conversations now, even when the first pilot has not closed. The channel that closes deal three was planted during deal one.