



1 SUBSCRIPTION. 1 GTM TEAM.

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# Your revenue problem is not a growth problem. It is a system problem.

1GTM embeds senior revenue operators into B2B and PE-backed companies. We find where revenue is leaking, rebuild the GTM system across marketing, sales, RevOps, CX and AI, then train your team to own it.

## THE PROBLEM WE SOLVE

- Marketing, sales, CX and RevOps run as silos.
- Pipeline is unpredictable; forecasts miss.
- Tools are stacked on a broken base.
- The internal team has skill, not bandwidth.

## WHAT WE DO

- Audit: map the motion, stack, ICP, pipeline.
- Architect: one connected revenue engine.
- Execute: build with your team, not for them.
- Transfer: your team owns it at exit.

## HOW WE ENGAGE

### Advisory

**\$10-15K / mo**

Sharper decisions in weeks.  
Weekly working sessions with  
a senior operator.

### Unified Operators

**\$20-35K / mo**

Most common. Embedded  
operators run the motion  
alongside your team.

### Transformation

**\$50-100K / mo**

Full re-architecture of ICP,  
motion, stack and operating  
cadence.

### Custom Scope

**Custom**

Fixed outcome and timeline.  
PE diligence, post-merger  
GTM, turnarounds.

## OUTCOMES (ANONYMIZED)

**2.8X**

**pipeline in 90 days**

Series C B2B SaaS, \$80M ARR

**\$1.4M**

**annualized stack waste cut**

PE-backed platform, 11 OpCos

**121%**

**NRR, up 1.7X**

Growth-stage SaaS, ~\$30M ARR

**13 mo**

**CAC payback, from 22**

Growth-stage SaaS, ~\$30M ARR

## THE OPERATORS

- Nida Ateeq - Revenue & AI Architect.
- Chris Petko - GTM & Revenue Operator.
- Lisa Sharapata - GTM Operator, 3x CMO.
- Shane Jamison - Sales & Revenue Operator.

## WHY 1GTM

- Not fractional. Integrated and embedded.
- Not one expert. A full GTM team.
- Tool-agnostic. No reseller incentives.
- Planned exit: you own the system in 6-12 months.

**Start with a 15-minute revenue audit. Free.**

1-gtm.ai/audit | Book a call: calendly.com/1-gtm-info/30min | info@1-gtm.ai