

MAXED OPERATOR

Northstar

2026-07 / EDITION V1

Efficient growth is holding, but conversion and customer health need attention.

Move enterprise validation before proposal and protect onboarding capacity.

SYNTHETIC, READ-ONLY PORTFOLIO EDITION

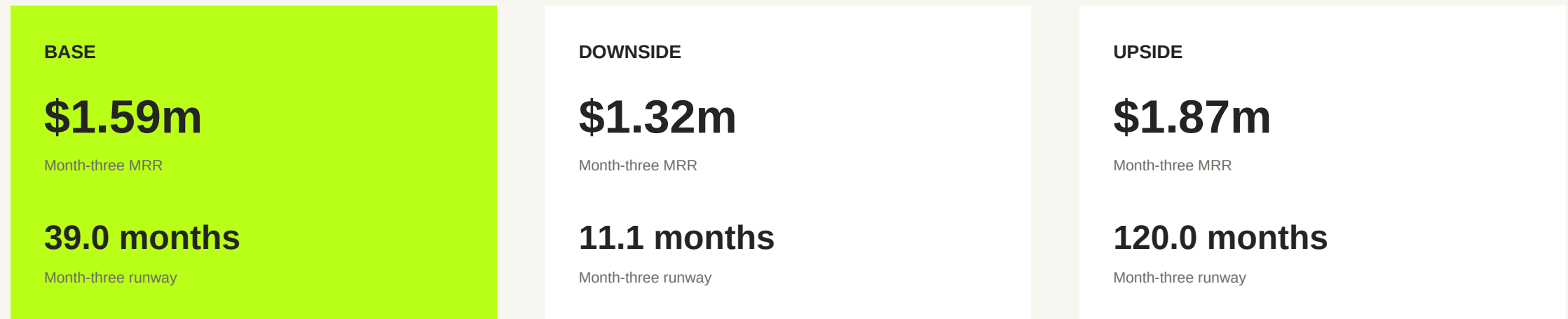
Three signals explain the review

Revenue / YoY	+11.2%	Expansion and pricing offset a softer new-logo mix.
Enterprise conversion	0.65x	Proof-of-value arrives too late in the cycle.
Customer health	68	Week-two activation is uneven by cohort.

Evidence-backed claims

FINDING	FINDING	RECOMMENDATION
Efficient growth is holding, but conversion and customer health need attention.	Revenue / YoY is +11.2%. Expansion and pricing offset a softer new-logo mix.	Move enterprise validation before proposal and protect onboarding capacity.
Evidence: northstar-2026-07-v1-evidence-overview	Evidence: northstar-2026-07-v1-evidence-financials	Evidence: northstar-2026-07-v1-evidence-risks_decisions

Three official cases, one published baseline



Scenarios are deterministic, browser-local, and reset to the published baseline.

Immutable follow-through at publication

Ship guided activation recovery

IN PROGRESS

Owner at publication: Customer Success

Due at publication: 2026-08-31

Install enterprise proof gate

NOT STARTED

Owner at publication: Revenue Operations

Due at publication: 2026-08-15

Snapshot: 2026-07-31T00:30:00.000Z

Move enterprise validation before proposal and protect onboarding capacity.

Protect the growth engine and intervene in enterprise proof early.