

Northstar

2026-07 / EDITION V1 / SYNTHETIC, READ-ONLY

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

WHAT CHANGED AND WHY

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.

CONNECTED REVIEW

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

THREE-MONTH SCENARIO RANGE

BASE	DOWNSIDE	UPSIDE
\$1.59m 39.0 mo runway	\$1.32m 11.1 mo runway	\$1.87m 120.0 mo runway

Published baseline: \$1.59m month-three MRR. Scenarios are session-only what-if views.

Synthetic, read-only portfolio edition. Northstar is fictional.