

MAXED OPERATOR

**Northstar**

**2026-07 / EDITION V2**

**Efficient growth is holding. Enterprise conversion and customer health need attention.**

Install the enterprise proof gate and fund the 30-day activation intervention.

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  | Security review and unclear proof add 19 days.      |
| Customer health       | 68     | 42% of new accounts miss week-two activation.       |

# Evidence-backed claims

| FINDING                                                                                           | FINDING                                                                             | RECOMMENDATION                                                                        |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <p>Efficient growth is holding.<br/>Enterprise conversion and customer health need attention.</p> | <p>Revenue / YoY is +11.2%. Expansion and pricing offset a softer new-logo mix.</p> | <p>Install the enterprise proof gate and fund the 30-day activation intervention.</p> |
| <p>Evidence: northstar-2026-07-v2-evidence-overview</p>                                           | <p>Evidence: northstar-2026-07-v2-evidence-financials</p>                           | <p>Evidence: northstar-2026-07-v2-evidence-risks_decisions</p>                        |

# Three official cases, one published baseline

## BASE

**\$1.64m**

Month-three MRR

**63.7 months**

Month-three runway

## DOWNSIDE

**\$1.36m**

Month-three MRR

**11.3 months**

Month-three runway

## UPSIDE

**\$1.93m**

Month-three MRR

**120.0 months**

Month-three runway

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

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## Install enterprise proof gate

**IN PROGRESS**

Owner at publication: Revenue Operations

Due at publication: 2026-08-15

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Snapshot: 2026-07-31T01:30:00.000Z

# Install the enterprise proof gate and fund the 30-day activation intervention.

Narrow the intervention to enterprise proof and the first 90 days of customer value.