

Northstar

2026-07 / EDITION V2 / SYNTHETIC, READ-ONLY

Efficient growth is holding. Enterprise 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	Security review and unclear proof add 19 days.
Customer health	68	42% of new accounts miss week-two activation.

CONNECTED REVIEW

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

THREE-MONTH SCENARIO RANGE

BASE	DOWNSIDE	UPSIDE
\$1.64m 63.7 mo runway	\$1.36m 11.3 mo runway	\$1.93m 120.0 mo runway

Published baseline: \$1.64m month-three MRR. Scenarios are session-only what-if views.

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