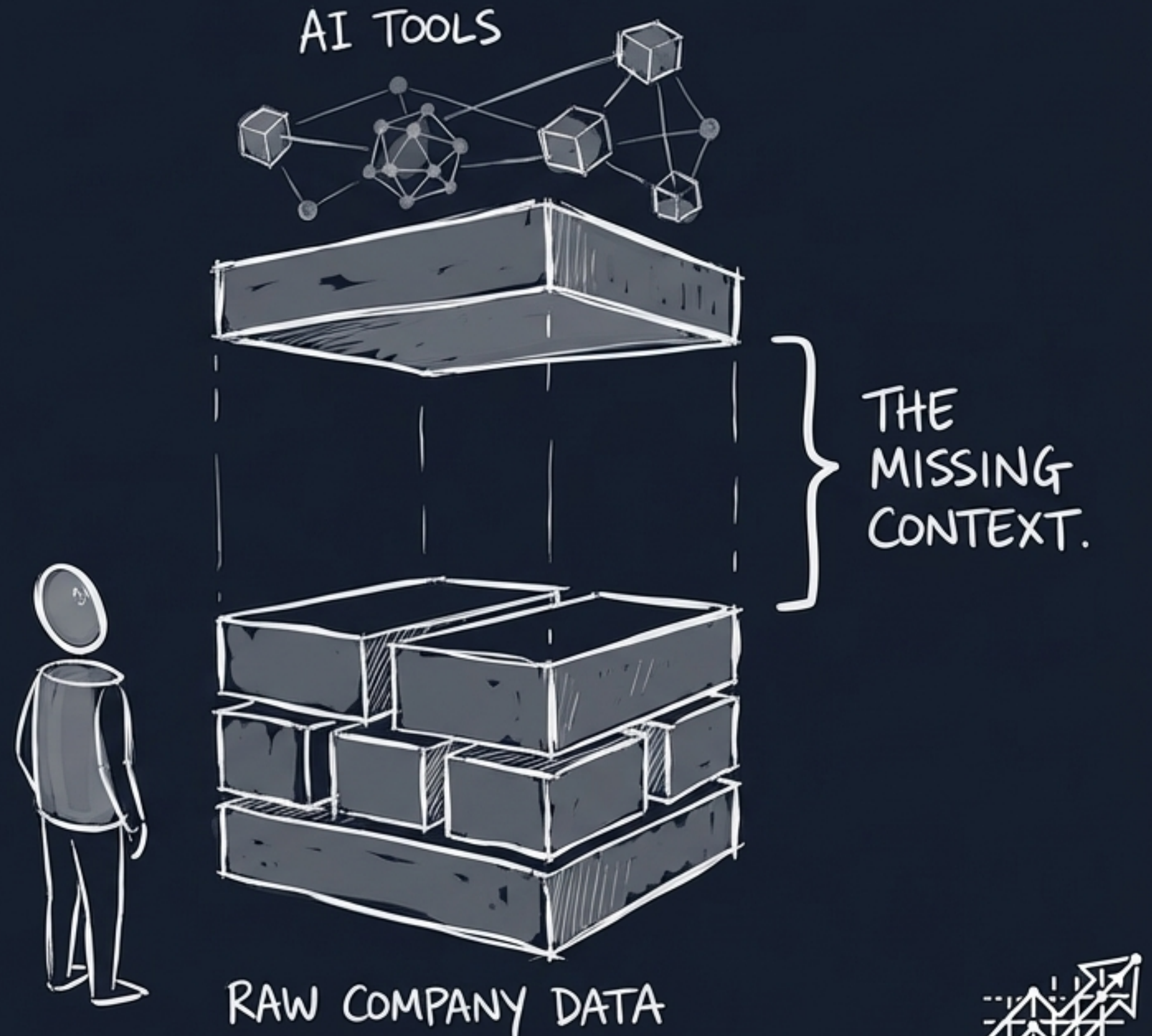


## THE INTELLIGENCE LAYER

# How growth-stage companies stop losing ground to their own AI adoption.

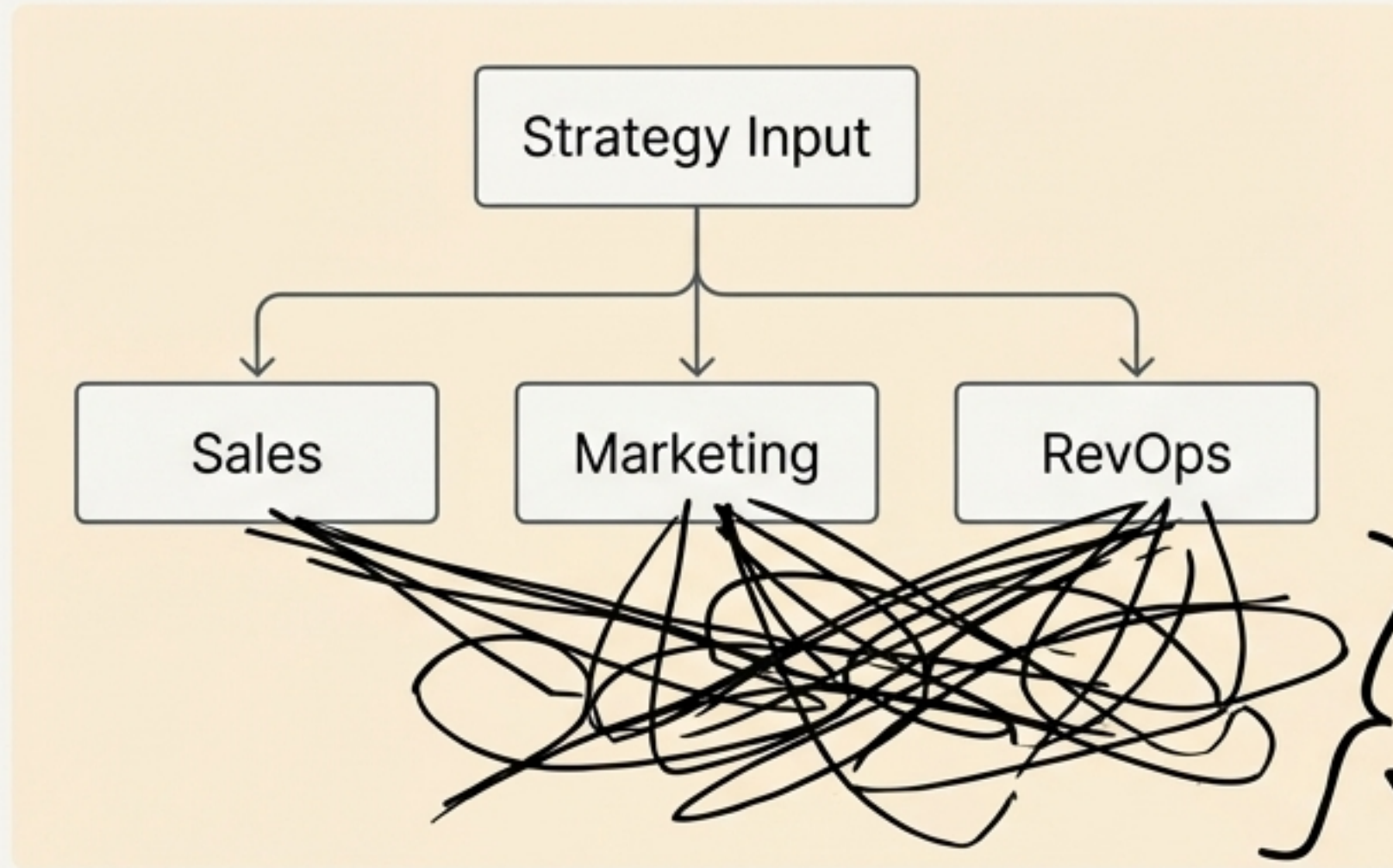
The gap between buying AI access and actually building AI capability.

Strategnik / Executive Briefing



## THE FRAGMENTATION TAX

# Strategy enters. Control degrades. AI accelerates it.



**Rep Rework:** ~\$500K/year in manual prompt correction.

**Content Cycles:** ~\$100K/year in revision cycles for off-brand drafts.

**Missed Pipeline:** AI deflection running 25 points below potential.

*PER YEAR / UNBUDGETED.*

*VOLUME GOES UP / RELEVANCE PLUMMETS.*

Every GTM initiative fragments the moment it touches execution. Sales, Marketing, and RevOps run different tools with no shared memory. AI doesn't solve this—it produces generic, off-ICP output faster.

# Six components. One machine-readable source of truth.

Not a PDF in Google Drive. A structural operating context your AI queries every time.



- 1 Brand + Voice Spec:** Encoded behavioral specifications, not a style guide.
- 2 ICP + Buyer Context:** Retrieval structures for firmographics and trigger events.
- 3 Competitive Framing:** Queryable displacement plays and win/loss context.
- 4 Content Architecture:** Semantic relationship structures and entity definitions.
- 5 Machine Readability:** JSON-LD, llms.txt, and passage-level citability. ✓ *LLMs CITE THIS.*
- 6 Measurement Targets:** Revenue influence metrics for automated feedback loops.

AI RUNS ON THIS /  
YOU OWN IT.

## THE MATURITY GAP

The window to build this advantage is narrower than it appears.

*39-point gap between companies experimenting with AI tools and companies extracting actual value from them. — McKinsey*

THE COMPOUNDING CURVE.

Stage 1:  
Tool Access  
(Fragmented output)

Stage 2:  
The Intelligence Layer  
(Structured Context)

Stage 3:  
AI Assist  
(Human + AI)

Stage 4:  
Autonomous Agents  
(Workflow Integration)

THE UNLOCK / EVERYONE  
IS STUCK HERE.

# Four disciplines that rarely coexist.

Why traditional GTM hires and enterprise consultancies fail at this layer.



## The Legacy Consultancy (McKinsey/BCG)

- Delivers a high-priced (\$500K+) transformation roadmap.
- Built by junior analysts.
- Sits on a shelf.
- Requires a separate IT firm to build.

*EXPENSIVE THEORY.*

## Strategnik

- Delivers actual machine-readable infrastructure.
- Built in 2–4 months.
- Operates inside your existing GTM stack.
- Maintained by your existing team.



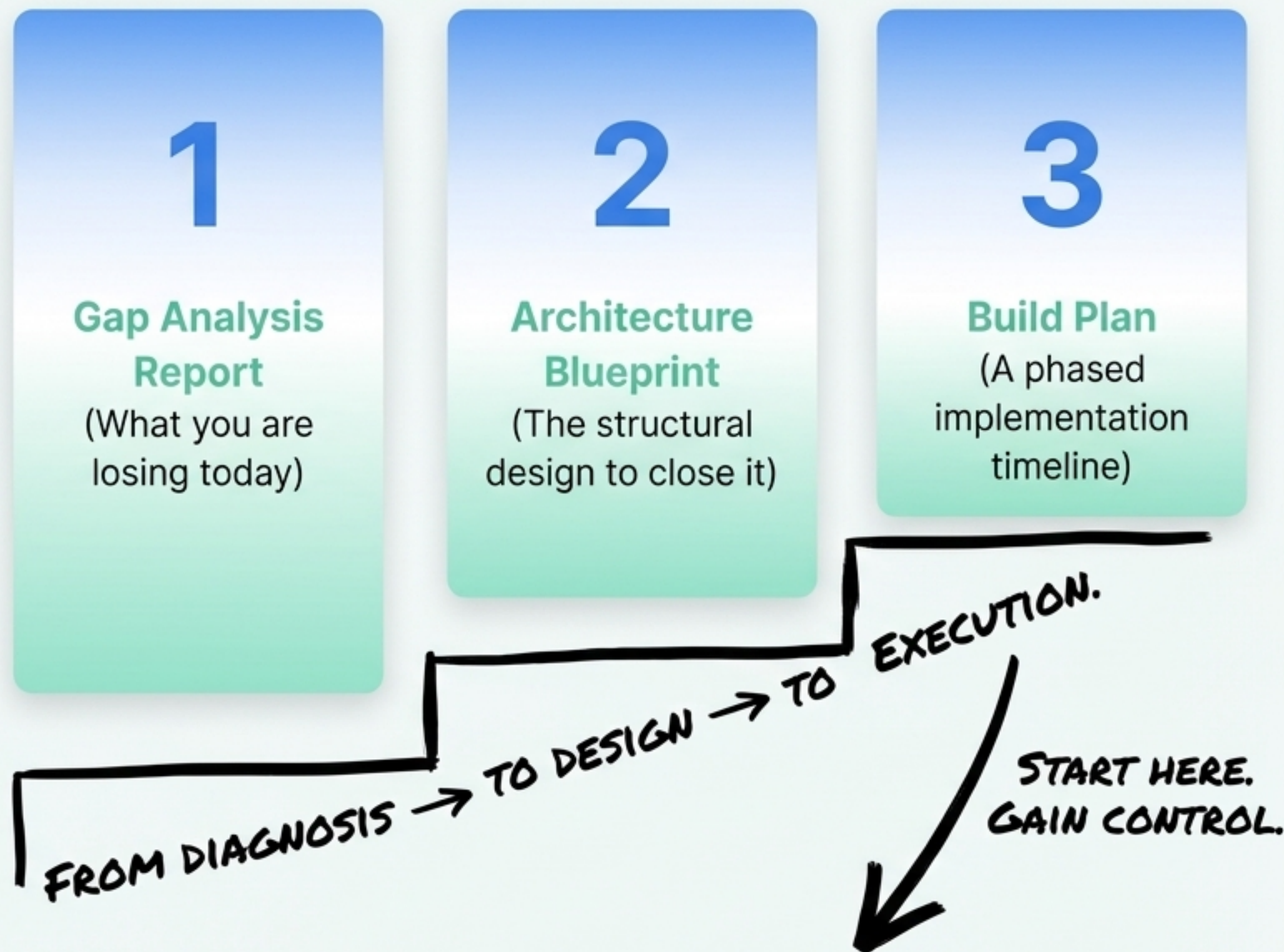
*BUILT FOR YOUR TEAM TO DRIVE.*



## THE DIAGNOSTIC AUDIT

# Before you hire, build, or buy — map the gap.

A 2-to-4 week deep dive into your current GTM tools, workflows, and AI outputs. We map exactly what your AI knows, what it doesn't, and what that gap is costing you.



**The diagnostic pays for itself in the first workflow it fixes.**