evolvr™

Commercial clarity for complex B2B technology

Earn attention.
Build trust.
Win the business.

What you sell is complex.

The decision to buy should not be.



More activity will not fix a weak reason to care.

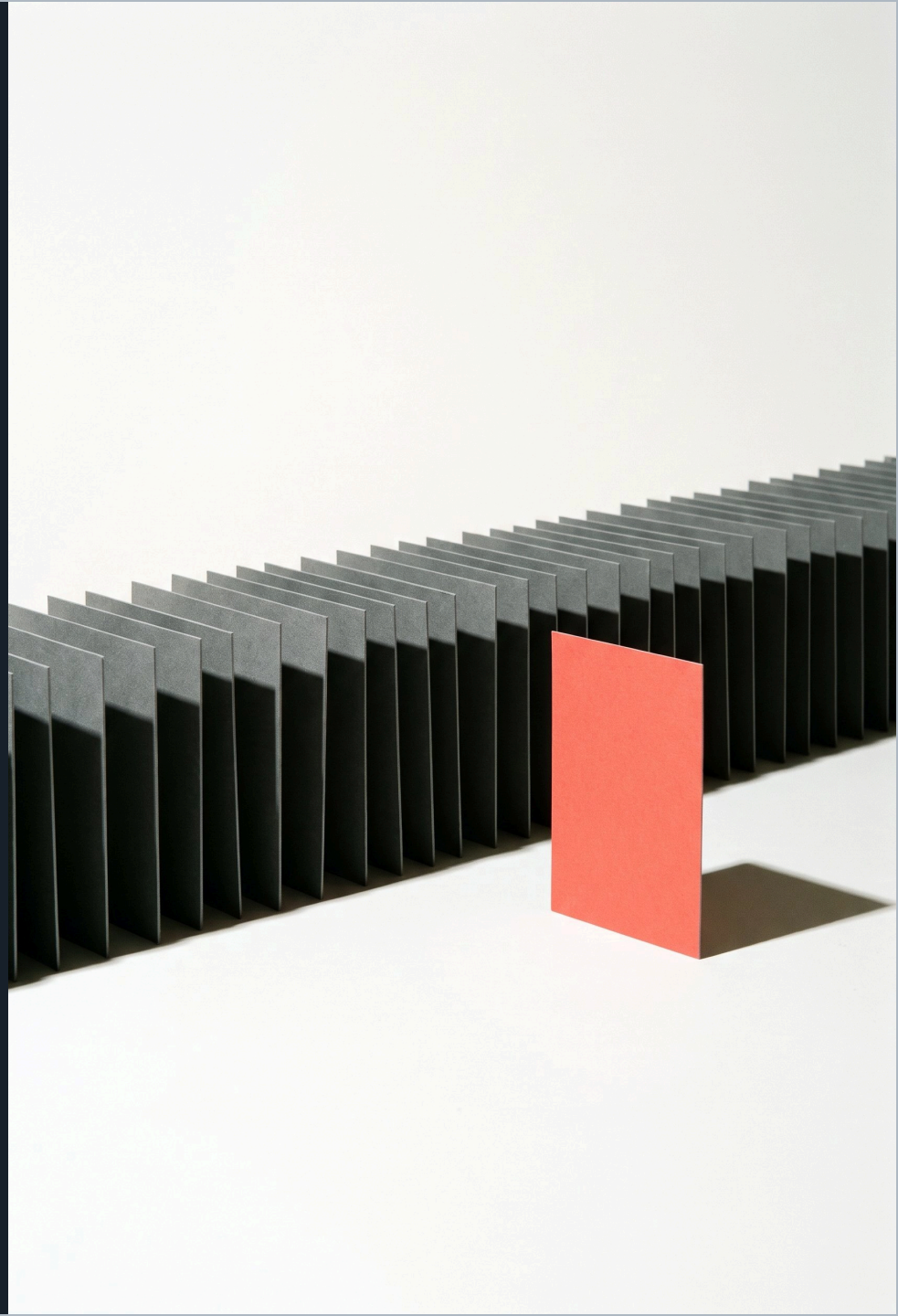
Which feels most familiar?

- The target is too broad
- The story is too forgettable
- The proof is too thin
- Good opportunities stall



Evolvr's view

Markets do not reward more noise. They reward meaningful difference.



Five moves.
One joined-up commercial rhythm.

01	Find the signal
02	Shape the story
03	Build the system
04	Start better conversations
05	Learn and improve



Seven ingredients, configured around the work you need.

SIGNAL

Market Focus

Account Intelligence

STORY

Story & Creative

MOTION

Demand & Outreach

Sales & Conversion

SYSTEM

Revenue Operations

AI-Native Enablement

Start with the constraint. Add only the work needed to resolve it.

More than activity. A joined-up commercial rhythm.

INSTEAD OF	EVOLVR STARTS WITH
More lists	Sharper market focus
More generic content	Meaningful difference and proof
More automated contact	Useful context and human review
More strategy theatre	A system the client can run and improve

Choose the support that fits the commercial job.

DIAGNOSE	**Revenue Clarity Sprint** Work out where revenue is getting stuck and what to fix first.
BUILD	**Pipeline Build** Build the account intelligence, story, outreach, assets and handover needed for better conversations.
SUPPORT	**Evolvr Revenue Team** Ongoing, joined-up support across the revenue rhythm.
LEAD	**Fractional Chief Marketing & Growth Officer** Embedded senior leadership without a full-time executive hire.

Technology supports the repeatable work. People make the judgement calls.

AI SUPPORTS

Research and synthesis	Drafts and preparation	CRM discipline	Reusable workflows

PEOPLE DECIDE

Focus and targeting	Claims and proof	Qualification	Customer commitments

Better context, with a named person accountable for the decision.

Commercial experience behind Evolvr.

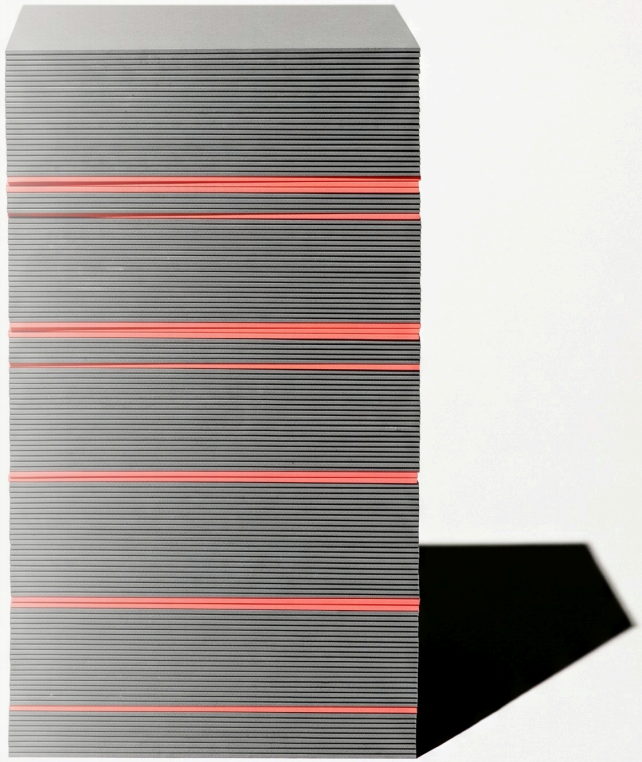
25+ years
of international B2B GTM experience

10 brands
launched

12,000 SKUs
launched across 23 countries

£1.2B+ turnover
supported by GTM activity

Experience across SaaS, smart buildings, IoT, HVAC, lighting, sensing, product digitisation, Agritech and EduTech.



BDI market entry thesis

Market entry is not a translation exercise.

EVIDENCE

Understand the market before choosing the motion.

FOCUS

Define the target, buying context and sequence.

DIFFERENCE

Make the platform meaningful in mature smart-building markets.

PROOF

Build foundations before scaling.

A decade in this sector, plus 25+ years of international B2B GTM, building-technology and global brand-development experience.

RMA 2.0 for BDI

From evidence to execution.

01	02	03	04	05
Scope the engagement	Client intake	Workshop and iterate	Playbook output	Platform population

ACTIVATED WORKSTREAMS ACROSS ALL FIVE STAGES

Company and offer foundation	Market, ICP and buying groups by region	Competitor and category evidence
Sales process and enablement	Marketing, content and website	MarTech, measurement and rhythm

Initial public-web observation, not the completed RMA

BDI has useful proof signals, but regional discoverability needs evidence-led work.

STRENGTHS OBSERVED

- Clear operational problem and platform mechanics
- Named trust logos
- Three packaged solution tiers
- Quantified one-year outcome claims

DISCOVERABILITY SIGNALS

- Sitemap exposes home and privacy-policy pages only
- Generic page title and blank meta description
- HTML is en-US, with no hreflang found
- Sampled UK and EU category searches did not surface the domain, while exact-brand search did

What BDI and Evolvr need to do together

Decide where to win first.

01 Access to strategy, product roadmap, commercial goals and regional priorities.

02 Customer evidence, win/loss, use cases, technical proof and permissioned references.

03 Agreement on ICP, DMU, partner/direct route, sales stages, owners and follow-up.

04 Localised enablement and discoverability foundation, then a bounded priority-market pilot with shared measures and a learning loop.

Build the proof. Equip the team. Then scale.

Where do we prove it first?

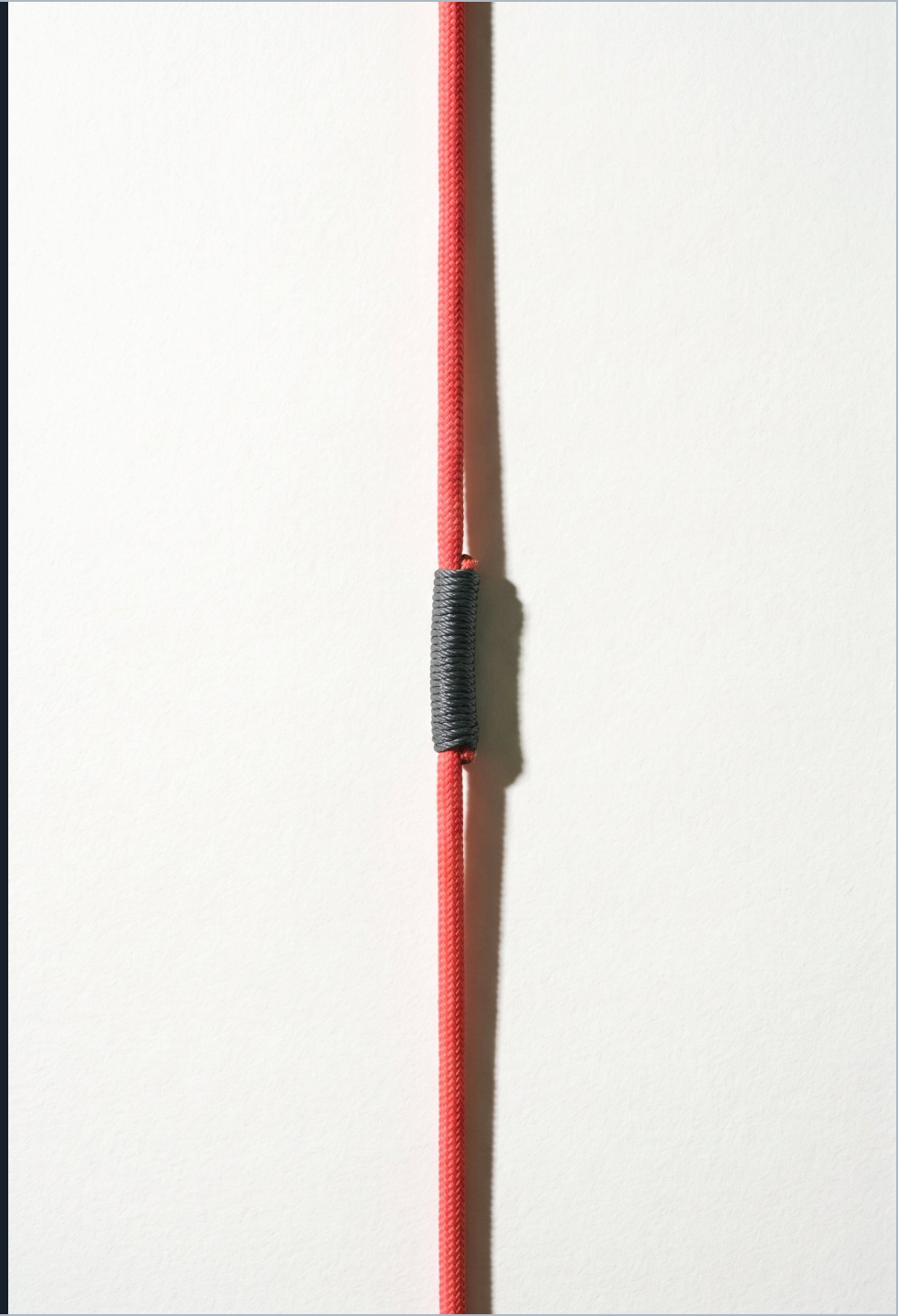
Which foundation do we build first?

Evidence | Focus | Difference

Proof

Let’s agree the first market and the shared measures.

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90-day UK-first motion

Build once globally. Prove once in the UK.

A 90-day, partner-assisted path from credible product to repeatable revenue.

Credible product. Commercial system not yet repeatable.

01

Decide + de-risk

Proof register, one UK wedge, ICP and buying group, 15 named accounts, one launch partner, ownership and pipeline rules.

02

Equip

Global message core with UK overlay, seller and partner kit, technical and security FAQ, use-case page, SEO/GEO and CRM instrumentation.

03

Pilot + learn

One partner-assisted named-account motion, weekly opportunity clinics, objections and evidence captured in one learning loop.

04

Scale gate

Expand only when sellers can run it without founder support, proof survives diligence, 3 ICP-fit accounts reach qualified discovery and 1 reaches technical or commercial evaluation.

Mini-RMA: BDI site + Netrows + Frank meeting (10 Sep) + Obsidian + UK public sources.

ONE PLACE TO EQUIP EVERY REVENUE CONVERSATION

ILLUSTRATIVE CONCEPT

BUILDING DATA INTELLIGENCE | REVTEAM HUB

Search playbooks, proof, accounts and assets

GLOBAL / UK | TEAM ACCESS

START HERE | SELL | PROVE | PARTNERS | COMPETE | LEARN

START HERE

UK MARKET ENTRY

UK HIGHER EDUCATION PILOT

Current motion: validate the wedge, equip first calls and turn objections into stronger proof.

01 Define target accounts and buying group

02 Align first-call story and technical proof

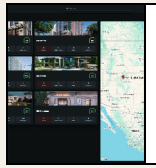
03 Run partner-assisted discovery

04 Review objections in a weekly clinic

READY TO SHARE

SENDABLE ASSETS

BDI first-call story
DECK | SHAREABLE



Winston product overview
PRODUCT | SHAREABLE

UK higher education playbook
MARKET PLAY | TEAM APPROVED

Technical proof & security
FAQ | CONTROLLED SHARE

Partner launch kit
KIT | PARTNER SHARE

INTERNAL INTELLIGENCE

TEAM ONLY

Account plans
INTERNAL ONLY

Competitor battlecards
INTERNAL ONLY

Objection handling
INTERNAL ONLY

Opportunity clinic
INTERNAL ONLY

One governed source for global narrative, local-market plays, proof and partner execution.