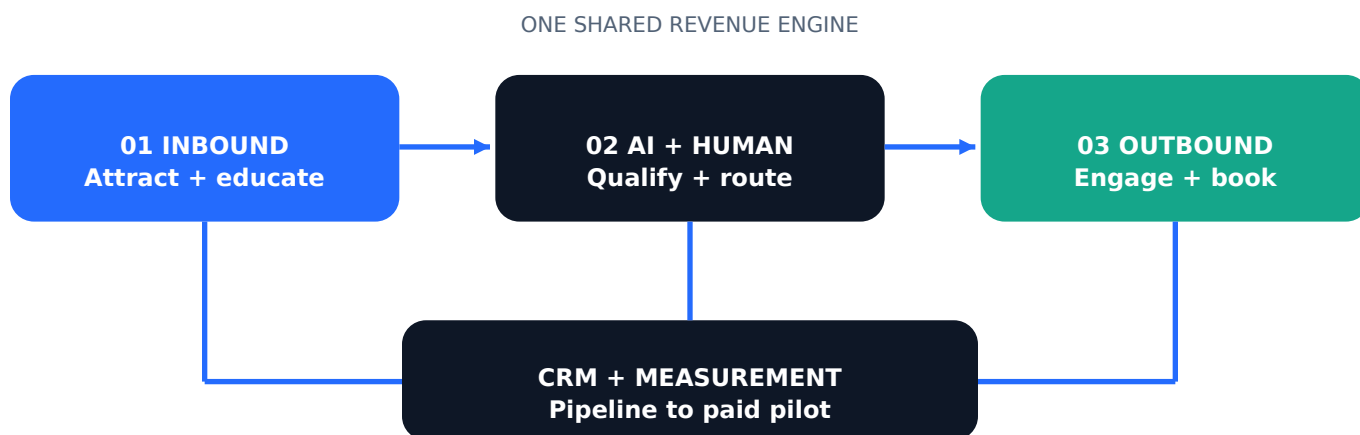


Three systems. One enterprise revenue engine.

A portfolio-ready, 90-day go-to-market project for a hypothetical warehouse robotics startup selling automation to 3PLs, fulfillment centers, and manufacturers.



The commercial thesis

Robotics buyers do not purchase autonomy in isolation. They buy a credible path to throughput gains, operational reliability, safer workflows, and attractive deployment economics. The GTM system must connect technical capability to a measurable buyer outcome.

Example offer: a paid, scoped warehouse automation assessment that can progress to a time-boxed pilot with pre-agreed success criteria. No ROI claims are made without measured customer data.

Ideal customer profile (hypothesis)

Segment	Buyer / influencer	Trigger / pain
3PL and fulfillment	VP Operations; automation lead; site GM	Peak-volume bottlenecks; labor variability
Manufacturing / distribution	Plant manager; engineering director	Material handling delays; constrained capacity
E-commerce logistics	COO; supply-chain leader	High order variability; costly exceptions

Project output: a working GTM operating system with sample content, qualification logic, compliant outbound sequences, CRM stages, and a measurable pilot funnel.

Turn operational problems into qualified demand



All actions and outcomes logged to the CRM

Content architecture

Channel	Concrete weekend deliverable	Conversion action
Blog + SEO	4 problem-led articles: robotic picking ROI; exception handling; AMR congestion; pilot readiness	Download a pilot-readiness checklist
Organic social	8 LinkedIn/X posts using workflow diagrams, benchmarks, and deployment questions	Visit landing page
Landing page	One vertical-specific page: pain, use case, demo, proof requirements, FAQ	Request assessment / demo
Webinar + podcast	30-minute operator/engineer webinar outline + 3 interview questions	Register; qualify interest

Illustrative inbound journey

Search or social → technical article → robotics deployment checklist → form capture → AI-assisted enrichment → human-approved discovery invitation.

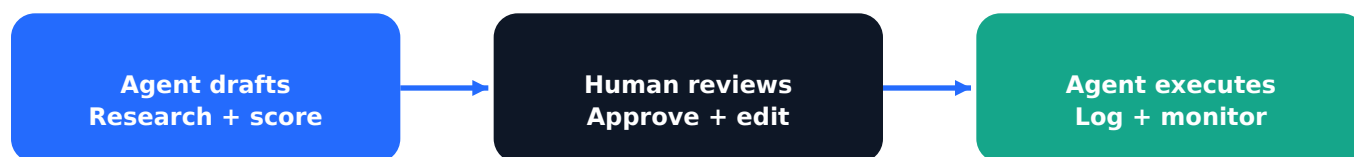
SEO topics and search intent

Target high-intent topics such as “warehouse robotic picking ROI,” “AMR deployment checklist,” “robotics exception handling,” and “warehouse automation pilot metrics.” Validate search volume and competitiveness before committing to an SEO roadmap.

Metrics

Organic qualified sessions; content-to-lead conversion; webinar attendance; qualified meetings; sourced pipeline. Do not optimize solely for impressions or raw form submissions.

AI agents accelerate work; humans own judgment



All actions and outcomes logged to the CRM

Agent roles and approval gates

Agent / workflow	AI-supported task	Required human control
Research agent	Summarize company, facilities, hiring, automation announcements, likely use case	Verify source and account fit
Qualification agent	Suggest ICP fit, urgency, stakeholder map, next-best action	Approve lead score and outreach eligibility
Content agent	Draft case studies, emails, webinar summaries, follow-up notes	Approve claims, tone, and customer references
CRM agent	Suggest deduplication, task reminders, meeting summaries, stage changes	Approve material updates and sends

Decision workflow

New lead → enrichment with source links → AI proposes fit and buying signals → human checks facts and permissions → approved action → CRM logs outcome → weekly audit.

Operating rules

No fabricated ROI, customer logos, or deployment claims. No automated impersonation. Require approval for first-touch outreach, sensitive account decisions, pricing, and pilot commitments. Restrict data access, retain audit trails, and honor opt-outs.

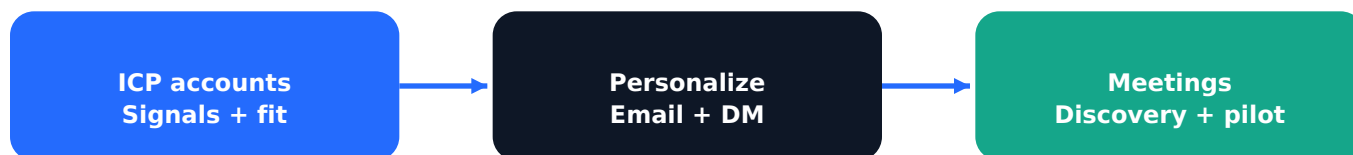
Example fit score (experimental)

Operational pain (0-30) + deployment feasibility (0-25) + buyer access (0-20) + timing signal (0-15) + use-case match (0-10). Score is a prioritization hypothesis, not an objective purchase probability.

Suggested stack

CRM: HubSpot or Airtable; workflow: n8n / Zapier; AI: approved model with source-grounded prompts; knowledge base: Notion; analytics: CRM dashboards. Select tools based on security, budget, and integration needs.

Earn enterprise conversations with relevance



All actions and outcomes logged to the CRM

Account-based motion

Step	Execution	Evidence of success
1. Build list	Select 50 target accounts in 3PL, fulfillment, and distribution; map 2-3 stakeholders each	Verified account fit and contact role
2. Find trigger	Public expansion, labor bottleneck, automation initiative, capacity constraints	Documented source / use-case hypothesis
3. Personalize	Short email or LinkedIn DM tied to a measurable operating problem	Relevant response or referral
4. Discover	Ask about throughput, current process, exception rates, integration constraints	Qualified problem and next step
5. Pilot	Agree scope, baseline, measurement window, safety and integration owners	Paid pilot or clear disqualification

Sample outreach - operations leader

Subject: Reducing exceptions in [site / workflow]

Hi [Name], I noticed [verified operational trigger]. We are exploring how robotics could reduce [specific workflow bottleneck] without disrupting existing fulfillment operations. Would it be useful to compare your current baseline with a scoped automation pilot? Happy to send a short checklist first.

Channels and safeguards

Use targeted business email, professional direct messaging, event follow-ups, and human-led calls where appropriate. Automated calling or prerecorded/artificial-voice calls require legal review and applicable consent; do not assume B2B status makes them permissible. Follow CAN-SPAM, applicable telemarketing/privacy rules, platform policies, and suppression requests.

Metrics

Positive reply rate; qualified meeting rate; discovery-to-pilot rate; pilot-to-contract rate; time to first value; pipeline and revenue. Avoid measuring success by messages sent alone.

Build, test, measure, iterate

Phase	Build and launch	Exit criterion
Days 1-15	ICP interviews; target list; CRM; messaging; 1 landing page; baseline dashboard	Buyer pain and use case articulated
Days 16-30	Publish 2 articles and 6 social posts; run human-reviewed enrichment; start 25-account outreach test	Initial meetings and objections captured
Days 31-60	Publish 2 more articles; host webinar; expand to 50 accounts; improve scoring and personalization	Repeatable qualified-conversation process
Days 61-90	Pilot-readiness workshop; refine offer; measure channel attribution and conversion	Evidence-based next-quarter GTM plan

Illustrative funnel - planning assumptions, not a forecast

Stage	Example target	How to validate
Target accounts	50	Document ICP fit
Stakeholders mapped	100-150	Verify relevant roles
Positive conversations	8-15	Count genuine interest
Qualified discoveries	4-8	Use consistent qualification criteria
Pilot discussions	1-3	Confirm scope, buyer, budget, success metrics

Portfolio artifacts founders can inspect

1. Live landing page and lead magnet. 2. Four articles and eight social posts. 3. CRM schema and sample pipeline. 4. Agent prompts, approval flow, and audit examples. 5. Two outreach sequences. 6. Weekly dashboard. 7. Pilot economics worksheet. 8. Five-minute product walkthrough.

Weekend build sequence

Weekend 1: ICP, CRM, architecture. Weekend 2: landing page and content. Weekend 3: AI-assisted qualification with approvals. Weekend 4: outbound sequence and measurement dashboard. Subsequent weekends: user tests, interviews, and iteration.

Project integrity

This is a hypothetical GTM prototype. Sample data, outreach, and conversion numbers must be clearly labeled. Do not claim actual customer adoption, revenue, or production integrations until independently demonstrated.

Reference starting points: ROS-Industrial (rosindustrial.org), Open-RMF (open-rmf.org), HubSpot CRM (hubspot.com), Google Search Central (developers.google.com/search), FTC CAN-SPAM guidance (ftc.gov).