

GTM Architecture — Sense → Reason → Act

The GTM Operating Model for AI in the Physical World

Physical AI systems operate through a deterministic loop: Sense, Reason, Act, Learn. GTM must mirror this loop.

Sense → Reason → Act → Learn

1. Sense — Market Intelligence

Buyer pain, operational constraints, competitive gaps, integration friction, economic triggers.

2. Reason — Narrative Architecture

Category definition, value story, ROI model, buyer messaging, analyst alignment.

3. Act — Commercial Execution

Pricing, packaging, enablement, partner ecosystem, ABM, expansion plays.

4. Learn — Closed-Loop GTM

Pipeline velocity, win-rate lift, expansion ACV, operational outcomes, retention.

Why This Works: Aligns product, sales, engineering, operations, and executive leadership.