ARTIFACT 2

Current-state leak map

Walk one closed deal and one failed handoff. Mark lost data, repeated questions, and waiting time. Not a prosecution.

Company	*[ ]*	**Date**	*[ ]*

Path A — a deal that closed

First meaningful touch → Closed-won → onboarding. Disguise names if you must. Do not disguise the path.

Stage / seam	Owner	What had to be true	Data lost	Wait	Customer repeated?

Path B — a leak (lead or customer)

Stage / seam	Owner	What had to be true	Data lost	Wait	Customer repeated?

Where we will act first

Leakiest seam (default MQL→SQL or Closed-won→CS): [ ]

Why this one (customer repeats / time dies / no owner): [ ]

Referee who will own the standard: [ ]