ARTIFACT 3

Shared metric dictionary

Eight to twelve terms. One sentence each. Finance co-signs revenue terms. Old dashboards that contradict this page are retired.

Owner (referee)	*[ ]*	**Finance co-signer**	*[ ]*

Term	One-sentence definition (legal in exec meetings)	System of record	Notes / inclusions
ICP / segment			
Lead			
MQL			
SQL			
Opportunity			
Pipeline (exec number)			
Bookings vs revenue			
New / expansion / renewal			
GRR / NRR / churn			
Forecast categories			
Attribution model			
[Add only if needed]			

Change control: referee proposes. Finance co-signs bookings, revenue, NRR. Sponsor breaks ties. Not a Slack poll.