



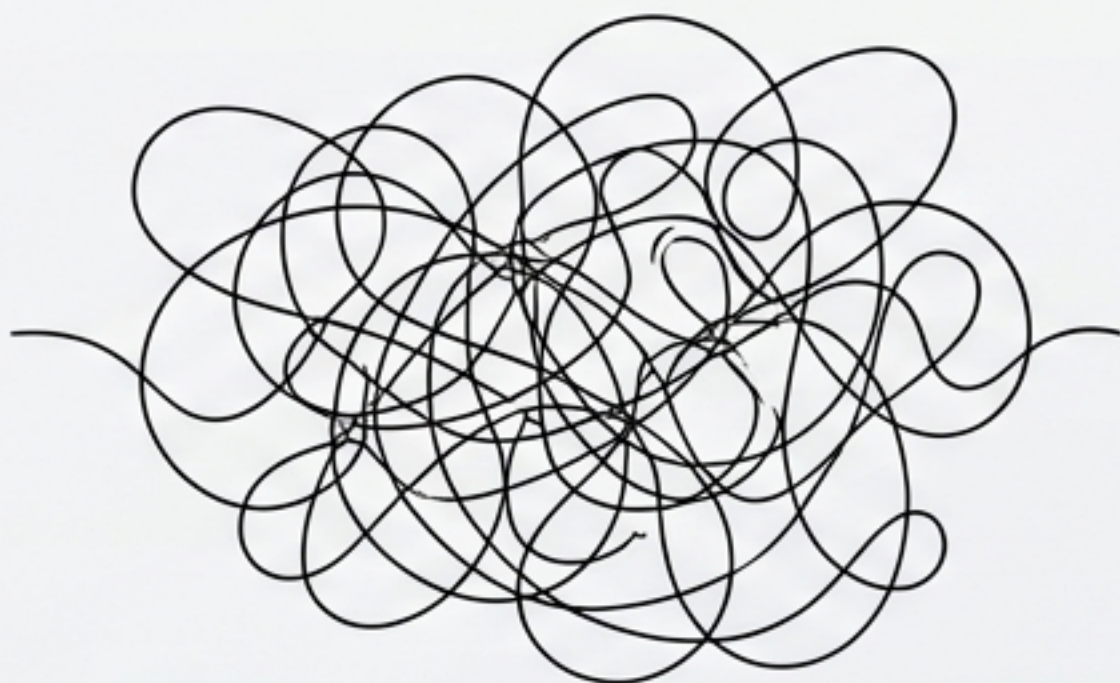
The Calculus of Revenue

Architecting the Predictive AI Revenue Engine

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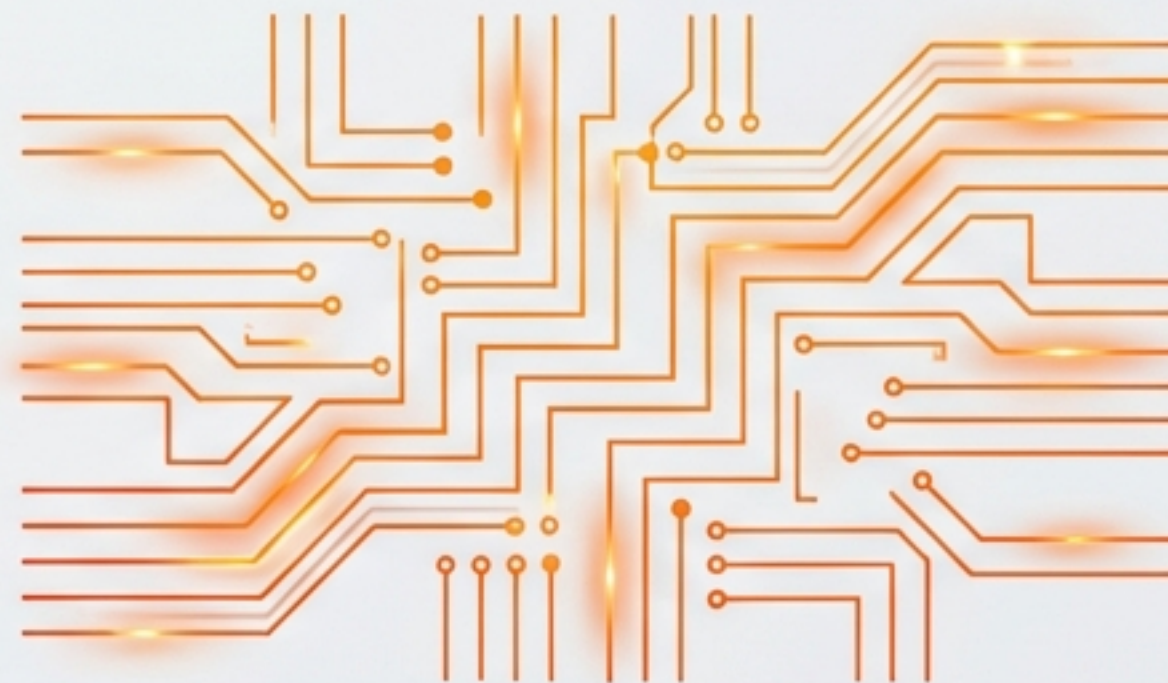
Moving from Revenue Chaos to Revenue Architecture

The Current State: Chaos



- **Focus:** Reporting & Hygiene
- **Reality:** Siloed optimization, constant firefighting, dashboard maintenance
- **Outcome:** Unpredictable growth and reactive decision-making

The Target State: Architecture



- **Focus:** Architect of the Revenue Engine
- **Reality:** Systematic approach combining predictive algorithms and velocity optimization
- **Outcome:** Eliminated chaos and engineered growth

Key Insight: The biggest unlock for a VP of RevOps is to reposition from “fixer of CRM fields” to “Chief Architect” of the engine.

The Theorem for Systematic Growth

$$AI_ROI = [(R \times G) + (A \times E) - I] / I$$

$R =$

Revenue Base
(The MECE Pipeline)

$G =$

Generative Output
Quality
(Context & Calibration)

$A =$

Agentic Efficiency
(The Digital Workforce)

$E =$

Execution Speed
(Velocity & Latency)

$I =$

Implementation Cost
(The Portfolio Investment)

Narrative: To eliminate revenue chaos, we do not simply “buy tools.” We optimize five specific variables to solve for maximum AI ROI.

Variable R: The MECE Framework

Mutually Exclusive, Collectively Exhaustive



Mutually Exclusive

No revenue leak is counted twice. Each stage is distinct.

Collectively Exhaustive

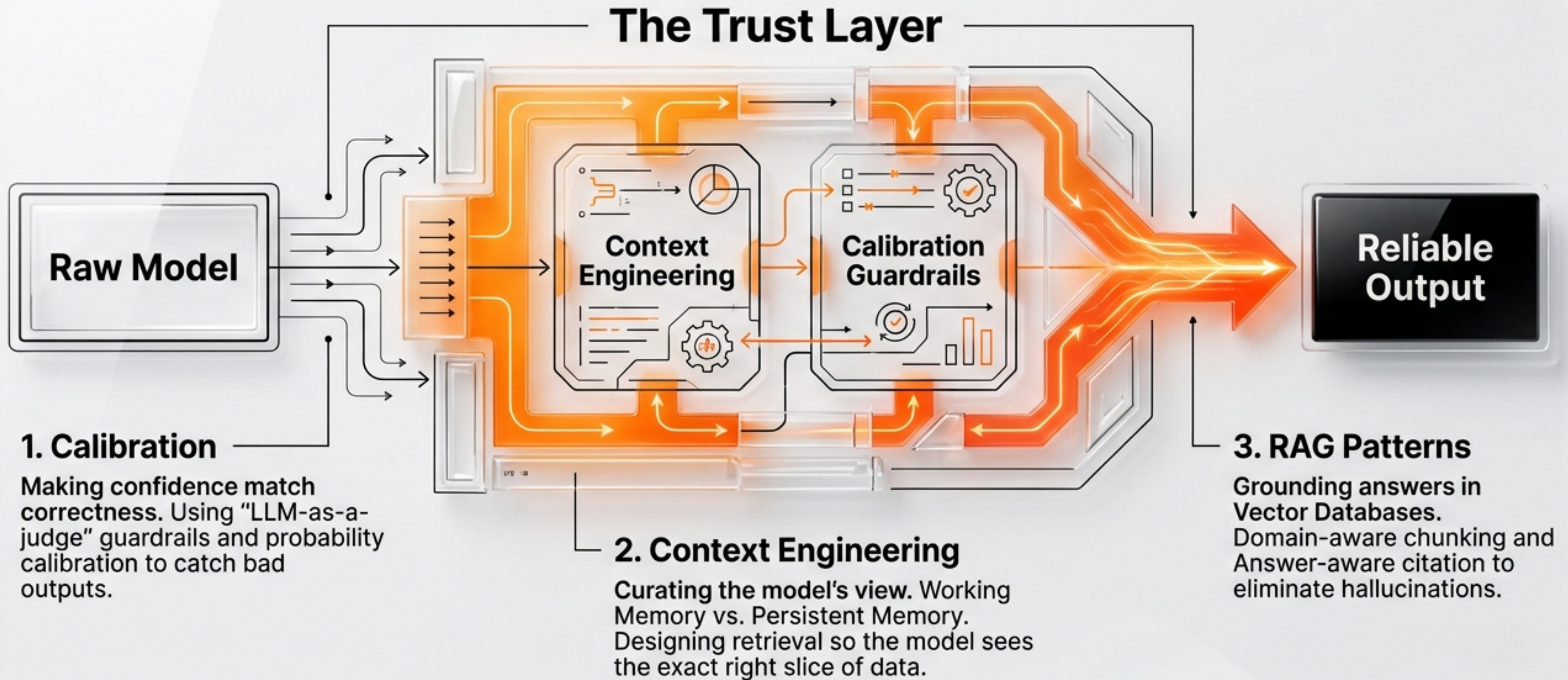
The categories cover 100% of the pipeline. No blind spots.

Value Chain Optimization

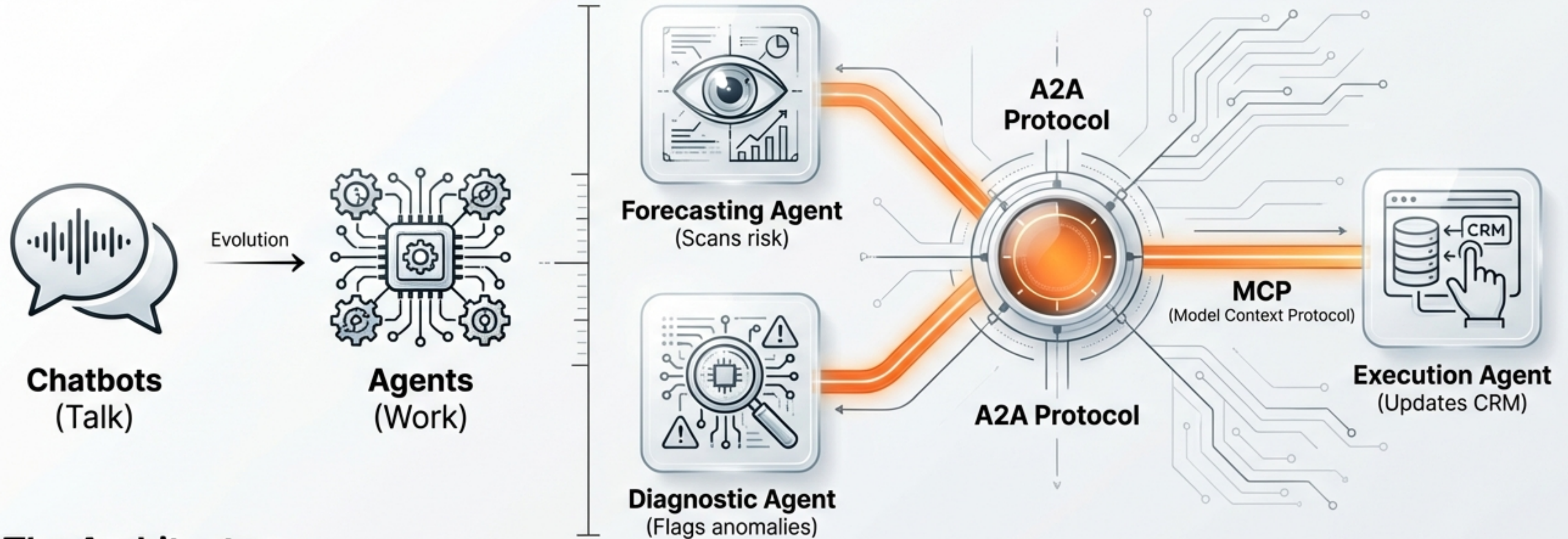
Distinguishing 'Primary Activities' (Revenue Gen) from 'Support Activities' (Infrastructure).

Metric Focus: Margin Analysis to identify value creation vs. destruction.

Variable G: Engineering Trust and Context



Variable A: The Agentic Workforce

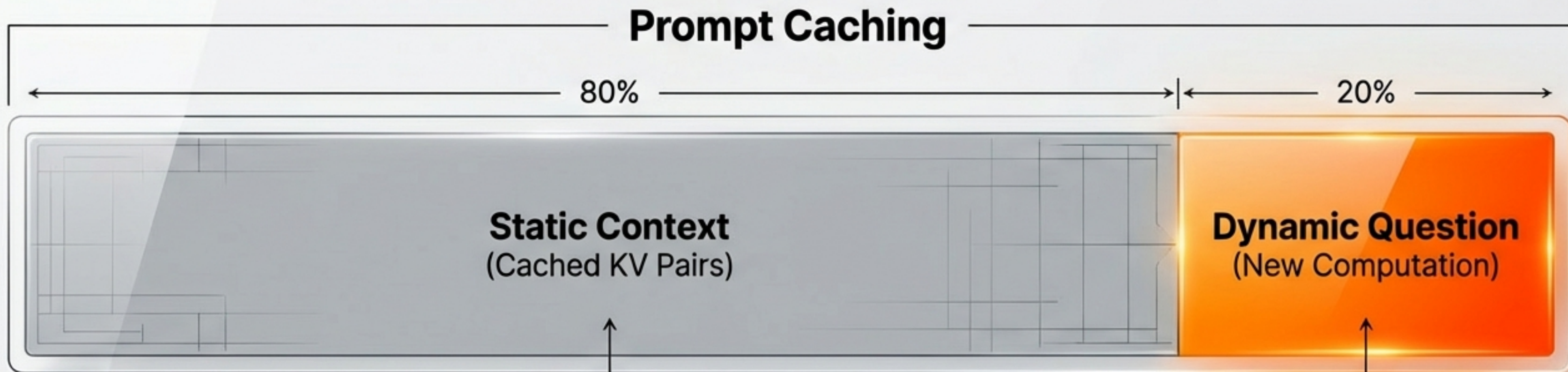


The Architecture:

- **MCP (Model Context Protocol):** Standardizes how agents connect to data (CRM, BI, Docs), eliminating "integration spaghetti".
- **A2A (Agent-to-Agent):** Enables specialized agents to collaborate across vendor stacks.

Variable E: Velocity and Latency Optimization

$$\text{Pipeline Velocity} = \frac{\# \text{ Opps} \times \text{Win Rate} \times \text{Deal Size}}{\text{Cycle Length}}$$



Prompt Caching Strategy:

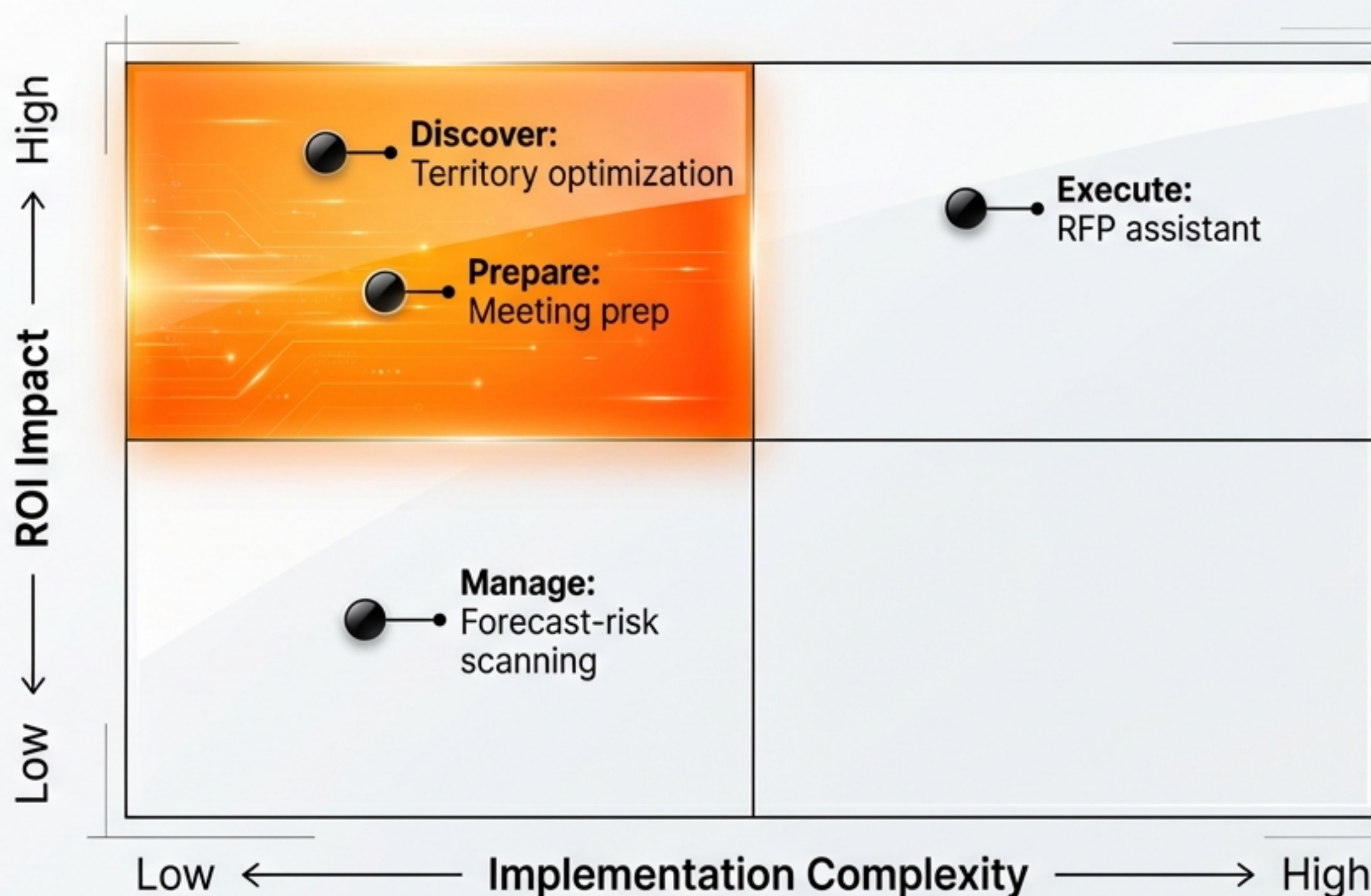
Massive system prompts (manuals, rules) are pre-computed. The model processes this once.

Impact:

Only the new question is processed. Drastic reduction in latency and cost.

Variable I: The ROI Portfolio

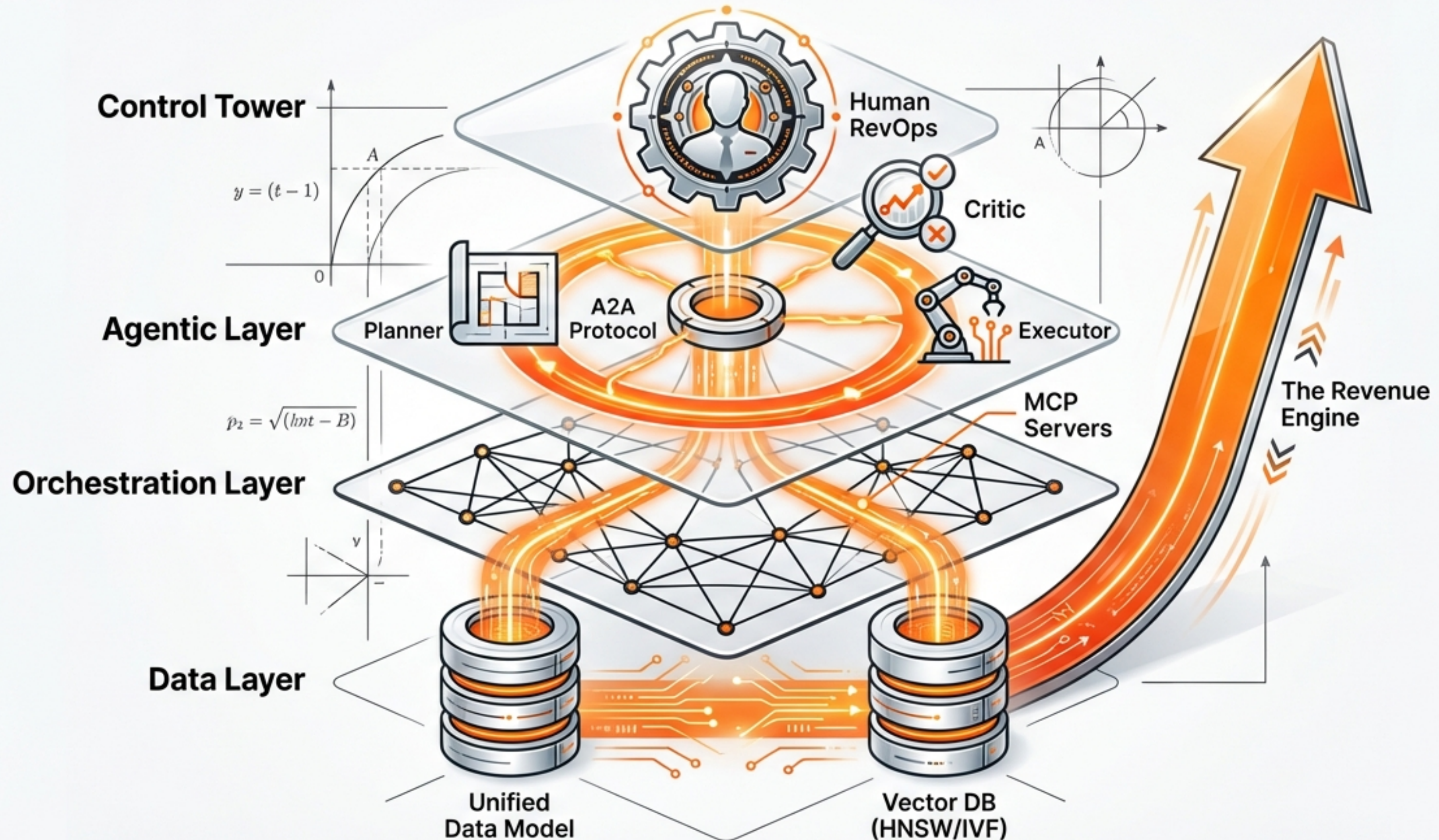
Moving from Science Projects to Investment Portfolios



The Strategy: Treat Gen-AI and RevOps as a portfolio. Rank use cases by ROI vs. Complexity.

The Scale Path:
Pilot → Industrialize → Integrate.

The Blueprint: Predictive AI Architecture



AI Agents

Submission Triage

Policy Data Extraction

Compliance Check

Human Experts

Complex Underwriting

Relationship Management

Final Bind Decision

The Model: Powered by AI, Guided by Expertise.
Metric: Revenue Impact per Operational Hour.
Outcome: Improved bind ratios and reduced rework.

Governance and Control



AI Policy

Data Access Control. Logging all agent decisions for compliance (SOC2). Human-in-the-loop thresholds.

GTM Council

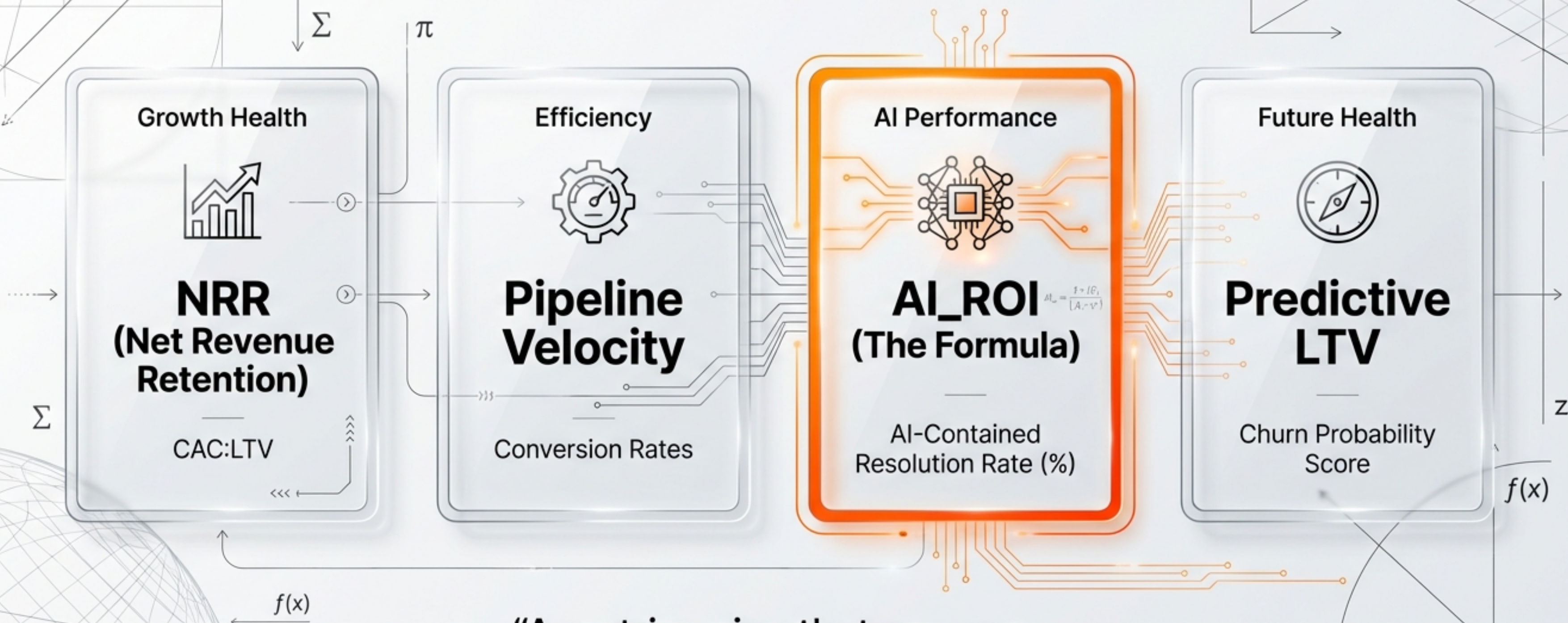
Moving from status updates to decision forums. Approving AI workflows and monitoring risk.

Audit Trails

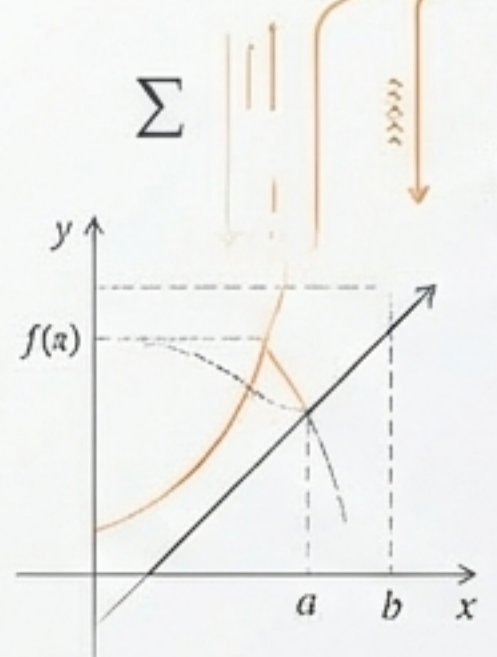
Every agent action is recorded. Total transparency on decision logic.

RevOps is the Governor of the Revenue Engine.

The Metric Spine



“A metric spine that answers:
Is the engine healthy, and is the AI actually helping?”

$$H_0 = \frac{1}{\sqrt{2}} \rightarrow (n + \frac{N^2 - 1}{k^2})$$
 NotebookLM

The Value-Back Transformation

FROM

- Reactive Support
- Siloed Tools
- Generic Best Practices

TO

- Strategic Architect
- Integrated Revenue Engine
- Vertical-Specific Advantage

Result: The elimination of revenue chaos through a calculated, mathematical approach.

$$f_2 = \frac{1}{\sqrt{2}} + (h + \frac{N^2 - y^2}{k^2})$$

$$f_\theta = (b \cdot u) = \frac{(b + h^2 - y^2)}{k^2}$$
$$L_3, 3 = (C - s^1)$$

$$f(x)$$

$$AI_ROI = [(R \times G) + (A \times E) - I] / I$$

Let's Architect Your Growth.

Stop managing chaos. Start engineering revenue.

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