



Revenue Plan Stress Test

Methodology Overview · For CFO Review

FIXED FEE · NO RETAINER

WHAT THIS ENGAGEMENT DELIVERS

The Revenue Plan Stress Test is a structured, one-time analytical engagement that quantifies the financial exposure inside a B2B revenue plan — using the client's own pipeline data, conversion rates, and revenue targets. **Every finding is expressed in dollars, not directional commentary.** Delivered in 72 hours from a 45-minute intake call. No slide deck. No data project. No retainer.

THE 6-DOMAIN UNDERWRITING METHODOLOGY

Every engagement analyses all six domains simultaneously. Most clients discover their largest risk in a domain they were not actively monitoring.

01

Pipeline Coverage Risk

Is your pipeline actually sufficient to hit plan — or does it look sufficient because of how it is being measured? We quantify the dollar exposure from concentration, timing, and coverage ratio gaps.

02

Offer Conversion Risk

Are your conversion assumptions realistic, or are you projecting last quarter's win rate onto a fundamentally different motion? We identify where conversion assumptions break under stress.

03

Growth Math Risk

Does the unit economics model support the revenue target — or does it only work if every variable hits simultaneously? We show exactly where the maths breaks before it breaks in market.

04

CRM Friction Risk

Is the data your team uses to make decisions accurate — or is attribution creating a false picture of pipeline health? We identify where CRM noise is producing misleading coverage signals.

05

Revenue Leakage Risk

Where is revenue being lost between signal and closed — in conversion, handoff, or pricing? We quantify leakage per stage using your own pipeline values.

06

Growth Architecture Risk

Is the overall revenue architecture designed to compound — or does it require the same effort every month just to sustain the current run rate? We identify structural compounding gaps.



Revenue Plan Stress Test

Methodology Overview · For CFO Review

FIXED FEE · NO RETAINER

7 DELIVERABLES — ONE REPORT

- Coverage Gap Score**
 0–100 composite score showing pipeline exposure vs. revenue target. Every basis point explained. Board-presentable.
- Revenue Risk Index™**
 Composite risk rating across all 6 domains, each scored independently and ranked by financial exposure. Includes top 3 risk drivers with a dollar estimate per driver.
- Growth Math Integrity Score™**
 Assessment of whether unit economics, conversion assumptions, and headcount ratios can produce the projected revenue.
- Opportunity Map**
 Prioritised list of trapped growth levers your current model is not capturing. Each lever includes an upside estimate from your conversion and retention data.
- Growth Exposure Heatmap™**
 Visual map of risk concentration across the revenue architecture — showing where fragility is clustered and which risks are compounding each other.
- Growth Risk Benchmarking Layer™**
 Your risk profile compared against the most common pipeline failure patterns in B2B growth-stage companies at your revenue stage.
- 90-Day Blueprint**
 Sequenced action plan — what to fix first, second, and leave alone for now. One page. Prioritised by financial impact. Board-presentable.

INVESTMENT & GUARANTEE

<p>BENCHMARK FINDINGS</p> <h1 style="margin: 0;">\$997</h1> <p>Coverage Gap Score + Risk Index + Top 3 drivers 72-hour delivery · One-time fee</p>	<h1 style="margin: 0;">\$2,500</h1> <p>All 7 deliverables · 60-min debrief Board-ready executive summary</p>	<p>10x Guarantee — Contractual</p> <p>If we do not identify at least 10x the fee in previously unquantified revenue risk or trapped growth upside, we continue working for up to 30 additional days at no cost. If the threshold is still not reached, we refund \$500.</p> <p>Every exposure estimate is derived from your own revenue model inputs — fully auditable. This commitment is written into the engagement contract.</p>
--	--	--

HOW IT WORKS — THREE STEPS

- 45-Min Intake Call**
 No slide deck. No data project. You bring your revenue target, current reality, and biggest concern. Pascal reviews your intake answers before the call.
- ETHUM Runs the Underwrite**
 Structured analysis across 6 domains using your pipeline data, conversion rates, and targets. Every finding calculated from your numbers — not market averages.
- Debrief + Full Report**
 Complete findings in a live 60-minute debrief. Coverage Gap Score, Risk Index, 90-Day Blueprint, and one-page board-ready executive summary.

ABOUT PASCAL CALOC — FOUNDER & CEO

Pascal Caloc · Founder & CEO, ETHUM Group · Dubai
 \$500M+ revenue generated · 10+ countries · 500+ professionals trained · 15 years, 3 continents

Former VP Sales at Wallex — grew pipeline from S\$100K to S\$10M and delivered the largest quarter in company history. COO across six turnarounds in China, SE Asia, and the Middle East. Fortune 500 to Series A experience across Atos Origin, Cap Gemini, and Ascender HCM. The 6 underwriting domains were built from structural failures appearing across every company size and market Pascal has operated in.