AI-POWERED OWNERSHIP INTELLIGENCE PLATFORM

Launching Tevuna's AI Ownership Intelligence Platform Across Commercial and Government Markets

TEVUNA

How Insource Leads built the category definition, go-to-market strategy, social-selling program, integrated demand engine, pipeline architecture and dedicated six-rep BDR team that powered Tevuna's AI ownership intelligence platform launch across highly regulated commercial, federal and government markets from scratch.

6	15–20	100s	$4B
BDRS BUILT INTO THE TEAM	DEMOS GENERATED WEEKLY	MQLS AND CQLS MONTHLY	3-YEAR EXPANSION FORECAST

THE LAUNCH CHALLENGE

Tevuna had a sophisticated AI-driven ownership intelligence platform, but its category, ICP, commercial messaging, sales process and demand infrastructure still had to be built. Insource Leads was engaged to commercialize the product and build an enterprise-ready GTM engine for regulated commercial and government markets.

THE GTM ENGINE WE BUILT

- **Category and product strategy:** Defined clear corporate and maritime ownership-intelligence use cases.
- **ICP remapping:** Prioritized industries with the strongest regulatory exposure and ownership-transparency pain.
- **Sales organization:** Built the process, workflows, management rhythm and six-rep BDR team fully managed by Insource Leads.
- **Demand systems:** Built the complete technology stack connecting prospecting, follow-up, lead conversion, demos and enterprise opportunity development, with CRM workflows, reporting, analytics, performance dashboards and full pipeline visibility.
- **Market-facing overhaul:** Rebuilt the website, messaging, decks, videos, collateral, proposals, email and call content, thought leadership and social media.

RESULTS WITHIN NINE MONTHS

Consistent activity: Generated 15–20 product demonstrations weekly and several hundred leads monthly.

Enterprise traction: Closed the world's largest maritime intelligence company 4 months after launch.

Government validation: Secured pilots with major U.S. federal government agencies.

Expansion economics: Built a $4 billion three-year revenue pipeline, contingent on successful pilots expanding into broader deployments; this was forecasted, not recognized, revenue.

Repeatable infrastructure: Created an operating GTM system spanning market definition, demand creation, sales conversion and enterprise expansion.

4 mo	9 mo	Federal
TO FIRST ENTERPRISE CLOSE	TO FULL OPERATING GTM SYSTEM	AGENCY PILOTS SECURED

THE DEDICATED REVENUE STRIKE TEAM

BDR Team · Sales Operations Manager · BDR Manager · GTM Engineer · Social Media & Multimedia Manager · QC Specialist · AI / LLM Technician · Data Analyst · Fractional Chief Growth Officer — David Balzen

BUILD THE REVENUE ENGINE YOUR MARKET REQUIRES

Managed Services operates the outbound team. **Demand Conversion** converts existing demand. **Revenue-as-a-Service** is designed for subscription-based, SaaS, AI and similar offerings.

MANAGED SERVICES

We operate your outbound team end to end — reps, management, systems and reporting.

DEMAND CONVERSION

We convert the demand you already generate into qualified meetings and pipeline.

REVENUE-AS-A-SERVICE

A full commercial engine for subscription, SaaS and AI offerings.