28TH SEPTEMBER 2026

Connectd

Connectd **Signal**

TASK 2

A practical acquisition workspace for finding the right US startups at the right time.

THE GOAL

Increase qualified booked meetings with ICP-fit US startups.

AGENT LOOP

EXECUTIVE SUMMARY

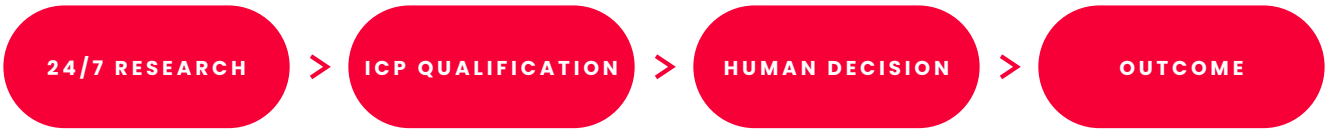
The right startup, at the right moment.

Connectd already converts well once the right startup enters the funnel. The bigger opportunity is improving the quality, timing and consistency of the startups entering it in the first place.

I built Connectd Signal as an always-on acquisition workspace for the marketing team. Its job is to keep researching the US startup market, check every company against Connectd's ICP, spot meaningful commercial signals and surface the opportunities most worth acting on now.

In production, that research layer would run around the clock across approved data sources. The marketer would only ever see a short, focused queue. For each opportunity, everything sits in one place: why the company matters now, who to contact, the recommended angle and the next best action.

The aim is not to automate outreach for the sake of volume. It is to help the team make better decisions faster, cut manual research and increase qualified booked meetings without lowering lead quality.



The MVP shows the whole story working: the qualification logic, the prioritisation, the outreach support, the feedback capture and the reporting loop. The next step is to connect live market data, CRM and inbox activity, then calibrate the system against real conversion outcomes so the prioritisation keeps improving.

THE PROBLEM

Connectd does not need more outreach. It needs better market selection.

The challenge is not a lack of companies to contact. It is knowing three things.

01

Who is right for Connectd

Qualify fit before any deeper research or outreach.

02

When there is a reason to talk

Spot the business changes that make the timing relevant.

03

What to say

Use what is happening in the business to shape the angle.

The signals are scattered across funding, hiring, leadership changes, product launches, expansion and founder activity. Piecing them together by hand is slow and hard to repeat at scale.

More outreach is not useful if it lowers lead quality. The target is more qualified booked meetings, not more activity for its own sake.

THE SOLUTION

Meet Connectd Signal.

A practical workspace that keeps researching the US startup market and surfaces the few opportunities worth acting on now. Every company is judged on two separate questions.

Fit

Should Connectd ever target this company? Qualify the hard ICP first.

Timing

Should Connectd target it now? Look for evidence that something has changed and there is a reason to act.

Funding is a trigger, not an ICP. A company can be interesting today without being right for Connectd, and a great-fit company can still be the wrong prospect this week.

HOW IT WORKS

Research runs quietly in the background.

In production, Signal researches 24/7 and never waits for a marketer to start a search.

DISCOVER > QUALIFY > RESEARCH > PRIORITISE > ACT > LEARN

24/7 background research

Monitor approved sources, remove duplicate companies and refresh the evidence.

Hard qualification first

Suppress companies that fail the core ICP before any deeper research.

Deeper research when needed

Build a simple view of the business problem, the likely buyer, the timing and any counter-signals.

Only surface useful work

Show the leads that need a decision, a message, a follow-up or an outcome update.

THE MARKETER EXPERIENCE

A product that feels quiet.

The system does a lot behind the scenes, but the marketer only sees the next useful action. The workspace is built around four views.

Today

A focused action queue: ready to send, follow-ups, positive replies and leads that need judgement.

Market Scanner

A light view of what the research loop is finding and how opportunities move through qualification.

Marketer Workspace

Review the company, check the contact, edit outreach, snooze, send and record outcomes.

Insights

See what is working, where the bottleneck is and what should change next.

The marketer does not need to understand the score behind every recommendation. They need to understand why now, who to contact, what to say and what to do next.

WHAT THE MVP PROVES

Prove the way of working first.

A workflow and decision prototype, built to test the way of working before paying for data and automation.

Working in the MVP

The four views working end to end. Qualification and prioritisation logic. Snooze, feedback, draft editing, follow-up and outcome capture. Weekly and monthly reports.

Connected in production

Live CRM and inbox activity. Continuous funding, hiring and founder-signal feeds. Contact enrichment and verification. 24/7 monitoring. Calibration against real conversion outcomes.

THE 30-DAY PILOT

Start small, measure the work, scale what works.

Once the workflow feels right, the fastest way to learn is a short pilot that runs alongside the marketer.

W1

Baseline

Connect a small approved data set and baseline the current manual process.

W2-3

Run alongside the marketer

Capture overrides, replies, meetings and qualification outcomes.

W4

Compare and calibrate

Compare throughput, speed and meeting quality. Adjust rules and choose the integrations worth scaling.

HOW WE WILL KNOW IT WORKED

Efficiency

Marketer minutes per qualified opportunity, and qualified leads reviewed per hour.

Speed

Time from a new market signal to approved outreach.

Quality

Qualified meetings per 100 reviewed opportunities, and disqualification rate after booking.

Trust

How often the marketer overrides the recommendation, and why.

The goal is not to replace marketer judgement. It is to give that judgement better information, at the right moment, with far less manual preparation.

Connectd

Connectd **Signal**

28TH SEPTEMBER 2026