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GDIOS

# GDIOS Service Overview

Growth and Decision Intelligence OS - Service Overview

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## Why GDIOS now.

In mid-market companies and new business development teams, data is abundant but decisions are slow. Plays are proposed but never reach execution. The hypothesis-validation cycle stalls. We see the root cause not as missing tools, but as the absence of design in the decision structure itself.

GDIOS is a Growth Ops platform that unifies data integration, AI decisioning, and execution orchestration into a single three-layer OS — the System of Intelligence layer that lets mid-market companies and new business development teams become organizations that actually decide.

### Three core challenges GDIOS addresses

- Fragmentation: BI / SFA / MA / product logs sit in silos. Monthly reviews burn dozens of hours on reconciliation.
- Speed: Hypothesis validation in new businesses takes 2-4 weeks per cycle. Go/No-Go judgment quality does not improve.
- Execution: Anomalies surface in dashboards but end at a Slack notification. Detection-to-execution averages 14 days.

## Framework - Growth OS Loop and GHS

9 Intelligences observe business activity from multiple angles. Growth Health Score (GHS) quantifies the result. PowerMeeting Intelligence derives the next decisions and actions. The weighting of intelligences shifts across PMF, crossing the chasm, and scale phases.

### Growth OS Loop (6 Stages)

#	Stage	Description
01	Input	Record facts from the real world
02	Process	Structured by the 9 Intelligences
03	Insight	Meaning, hypothesis, decision rationale
04	Action *	Turn decisions into execution (PowerMeeting)
05	Feedback	Review outcomes
06	Learning	Update the OS, feed the next causal loop

Learning flows back into Input - the loop is closed.

## GHS - Growth Health Score

PMF Score and Chasm Score are computed from evidence collected by the 9 Intelligences, weighted by dimension. Crossing the threshold means moving to the next phase.

### PMF Score (Behavior / Sentiment / Activation)

Dimension	Points	Metrics
Behavior	45 pts	30-day retention / weekly core actions / behavior-change score
Sentiment	35 pts	Sean Ellis VD rate / NPS / qualitative heat score
Activation	20 pts	Activation rate / value realization score
Threshold	65 / 100	Cross threshold -> PMF achieved -> enter chasm phase

### Chasm Score (Segment dominance / Sales repeatability / Whole product)

Dimension	Points	Metrics
Segment dominance	40 pts	Segment share / pain intensity / referenceability
Sales repeatability	40 pts	Win rate / repeatable patterns / cycle consistency
Whole product	20 pts	Message clarity / use-case standardization
Threshold	60 / 100	Cross threshold -> chasm crossed -> enter scale phase

## Phase Weighting of the 9 Intelligences

All 9 Intelligences are used at every phase, but the composition changes by phase.

Intelligence	PMF	Chasm	Scale
Voice Intelligence	***	**	*
Decision Intelligence	***	**	**
Growth Intelligence	*	***	**
Story Intelligence	*	***	**
PowerMeeting Intelligence	**	***	***
AI Agent Intelligence	**	**	***

Intelligence	PMF	Chasm	Scale
Financial Intelligence	**	***	***
Evidence Intelligence	**	**	***
Organization / HR Intelligence	*	**	***

\*\*\* Primary \*\* Supporting \* Light

## Concept - The 3-Layer Growth OS

GDIOS unifies data integration, AI decisioning, and execution orchestration into a single three-layer OS, so leadership and the field decide on the same screen and act through the same workflow.

Layer	Role	Description
01 Decision Cockpit	Execution	A unified UI where leadership and the field decide on the same screen. KPIs, AI insights, plays, and execution status sit on one canvas.
02 AI Agents	Intelligence	Domain-specific AI analysts and execution agents that provide reasoning and carry out work under human approval.
03 Unified Growth Graph	Data	A common schema that normalizes BI / SFA / MA / CDP / product logs and treats customer x revenue x behavior as one continuum.

### 01. Decision Cockpit

Leadership and the field, deciding on the same screen.

Not another KPI report - a decision surface where the next move and its execution status sit side by side. The board review and the field huddle both happen here.

#### Key features

- Tiered hierarchy from executive KPIs to operational actions
- One-click toggle between AI summary and underlying evidence
- Built-in approval flow and execution logs
- Auto-distribution to Slack / Teams / Email

## 02. AI Agents

Domain-specific AI analysts supporting decisions 24/7.

AI agents optimized for each business domain surface insights and recommend plays, executing under human approval.

Agent	Role
Pipeline Analyst	Detects stage-level CVR drops and stalled deals, recommends plays for AEs
Churn Sentinel	Computes risk scores from product usage + contract data, escalates to CS
Hypothesis Validator	Structures hypothesis-validation data for new businesses, surfaces Go/No-Go material
Marketing Allocator	Visualizes channel ROI in real time, proposes next month's budget allocation

## 03. Unified Growth Graph

A common metric and customer view across BI, SFA, MA, and CDP.

Connects major SaaS tools and data platforms, unifying metric definitions, granularity, and customer IDs. From new-business hypothesis validation to growth operations in core businesses, everyone speaks from the same numbers.

### Major integrations

- Data platforms: Snowflake / BigQuery / Databricks (bi-directional)
- SFA / CRM: Salesforce / HubSpot
- MA: Marketo / HubSpot Marketing
- CDP: Treasure Data and others
- BI: Looker / Tableau
- Product: Amplitude / GA / various logs

## Primary Use Cases

#	Use case	Expected impact
1	Hypothesis validation and Go/No-Go support for new businesses	Shorter validation LT / higher judgment quality

#	Use case	Expected impact
2	Automation of weekly and monthly executive reviews	Less review prep effort / shorter decision LT
3	Pipeline anomaly detection and play recommendation	Lower loss rate / higher deal progression
4	Churn early-warning and CS auto-assignment	Lower logo churn / NRR improvement
5	Marketing ROI dashboard and budget optimization	Lower CAC / higher ROAS

## Expected Outcomes

Representative targets we set in the standard PoC program. We design specifics individually based on your business context.

<p><b>-50%</b></p> <p>Decision lead time</p> <p>Target in the standard program</p>	<p><b>-70%</b></p> <p>Executive review prep effort</p> <p>Reduction in person-hours for weekly review</p>	<p><b>+5pt</b></p> <p>NRR improvement (SaaS)</p> <p>When Churn Sentinel is deployed</p>	<p><b>8 wks</b></p> <p>PoC to first decision</p> <p>Median in the standard program</p>
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## Implementation Process (12 weeks minimum)

Phase	Duration	Activities
1. Discovery	2 weeks	Problem interviews, use-case selection, data-source inventory, Success Criteria alignment
2. PoC / Velocity	12 weeks	Validate impact on 1-2 use cases. Cockpit build, AI agent setup, workflow integration in parallel
3. Production Launch	4 weeks	Production migration, SSO connection, ops setup, training and handoff
4. Continuous Optimization	Ongoing	Quarterly review for continuous improvement. Use-case expansion and new agents

## Pricing

From mid-market and new business teams wanting a small start, to enterprise-wide rollout. We customize specifics individually.

Plan	Audience	Pricing
Starter	For mid-market and new business validation phases	From ¥300,000 / mo · ¥3,300,000 annual prepay (approx. 8% discount)
Velocity PoC	12-week (3-month) program that proves KPI impact	¥1,500,000 (12 weeks, 1-2 use cases)
Enterprise	For enterprise-wide and multi-BU rollout phases	By conversation (tailored)

## Next Steps

Start with a 45-minute online conversation about how GDIOS could change decision-making at your company. We reply within one business day.

- Online conversation (45 min): discuss your decision structure and align on candidate use cases
- Velocity PoC consultation: 12-week impact validation, fixed fee ¥1,500,000
- Custom material request: tailored materials available on request

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