
— THE MANIFESTO

What is *GTM Bench Review*?

The boardroom record of the AI industrial economy. A weekly publication for founders, operators, and revenue leaders — written by the fractional operators on the GTM Bench.

BY GTM BENCH EDITORIAL · LONDON · FRIDAY CADENCE

Where is the next dollar of B2B growth coming from in the AI era?

THE EDITORIAL QUESTION — EVERY ISSUE, EVERY FRIDAY

Every era of B2B revenue is defined by where the next dollar of growth comes from. In SaaS, it came from horizontal software replacing on-premise. In the cloud era, it came from infrastructure consumption that scaled with use. In the AI era — the one being built right now — the next dollar will come from somewhere very different. Mapping that, weekly, at boardroom grade, is what this publication is for.

The technology shift is documented in detail across hundreds of publications. The commercial shift — where the new revenue actually accrues, which buyers will spend, which industries restructure, which Go-To-Market motions work in an agent-intermediated market — is undercovered. **That gap is the editorial mandate of GTM Bench Review.**

There are plenty of places to read about AI. There are fewer places to read about where the commercial dollar will land as a result. GTM Bench Review sits in that second category — written for the people making real revenue decisions.

The six beats — *one question, six angles.*

GTM Strategy

Which motion fits which buyer in the AI era — and which won't survive contact with an agentic market.

AI & the GTM Stack

The technology rebuilding the commercial function — from CRM to agents to the seven-layer industrial stack.

Sales Leadership

Leading a revenue org through the transition — what to hire, what to delegate to agents, what only humans do.

Revenue Operations

The RevOps architecture that survives — when forecasting, attribution, and pipeline data all need rebuilding.

Demand & Marketing

How B2B buyers find vendors when AI agents do the searching, qualifying, and shortlisting.

Sector Briefings

Where industry-level growth is opening — banking, manufacturing, healthcare, retail, services rebuilt around AI labour.

The cadence

One briefing every Friday, 08:00 London time. One editorial focus per issue, drawn from one of the six beats. Two artefacts ship with most issues — a 3-page PDF briefing and a 12-slide editable boardroom deck — so analysis is something you can take into real meetings, not just read on your phone. Weekly because the shift is moving too fast for monthly publications to keep up with, too consequential for daily ones to add signal to.

Who writes it

Every briefing is written by the fractional operators on the GTM Bench — Director-to-CRO operators deployed inside companies navigating the AI growth inflection. What they are doing inside client engagements right now is what becomes the briefing. Practitioners with current scar tissue, not commentators. The masthead carries one byline — GTM Bench Editorial — because the publication speaks institutionally.

Read for a quarter. *Tell us when we're wrong.*

If you are building inside the AI shift, leading inside it, allocating capital toward it, or operating inside it — GTM Bench Review is written for you. The quality of the publication will be a function of the audience that reads it carefully, and the audience that writes back. Issue 002 lands the following Friday.

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