

## 3-Year Adoption Trajectory

(Concrete, Realistic)

This trajectory is designed to reach standard status through conservative credibility, not hype.

### YEAR 1 - ESTABLISH CREDIBILITY

#### Goals

- One flagship regulated authority engagement
- Standard-of-Proof v1 published
- PL/I Phase 1 delivered
- AWS CardDemo walkthrough live

#### Milestones

- First NO-GO accepted with scoped impact documented
- One Big-4 partner uses the report verbatim
- Evidence cited in audit workpapers

#### Revenue Reality

#### - \$3-10M ARR

- Low volume, high trust

### YEAR 2 - BECOME EXPECTED

#### Goals

- JCL + CICS/IMS boundary awareness shipped
- Formal "Scope & Exclusions" governance object
- 2-3 SI / Big-4 channels active

#### Milestones

- "Legacy Lens required" clause in SOWs
- PE diligence adoption
- Repeat authority renewals

#### Revenue Reality

#### - \$25-60M ARR

- Channel-driven growth

### YEAR 3 - BECOME INDISPENSABLE

#### Goals

- Assembler boundary awareness
  - Standard-of-Proof v2
- (backwards-compatible)

- Regulator-referenced language