

DESIGN CANVAS

RevPlay design canvas

Design one governed, account-centric GTM motion: the trigger, the context, the swimlane, the approvals and the outcome.

A RevPlay is a governed, account-centric GTM motion that agents help execute consistently while people retain judgment, approvals and customer decisions.

Objective

- Commercial or operating condition to change:
- Current baseline:
- Business owner:
- Review cadence:

Trigger and exclusions

- Exact trigger:
- Eligible population:
- Exclusions:
- Reason codes:

Context

- Systems of record:
- Approved sources:
- Required definitions:
- Identity rules:
- Freshness requirements:
- Missing-data behavior:

Human-agent swimlane

Stage	Agent may	Human must	Evidence produced
Detect			
Assemble context			
Prepare action			

Stage	Agent may	Human must	Evidence produced
Approve			
Execute			
Review outcome			

Permissions and approvals

- Permitted reads:
- Permitted writes:
- Prohibited actions:
- Approval thresholds:
- Customer-facing decision owner:
- Escalation owner:

Trustworthy completion

- Completion definition:
- Required evidence:
- System-of-record update:
- Exception and rollback path:
- Recovery service level:

Measurement

- Workflow volume and eligibility:
- Acceptance, edit and rejection rates:
- Completion and recovery:
- Existing business KPI:
- What evidence would be required before making a causal claim:

RevTech runs the agents; the customer governs the RevPlay.

RevTech provides fully managed AI agents for GTM: RevTech runs the agents, your team governs them. This worksheet accompanies revtech.ai/resources/what-is-a-revplay and is an operating template, not legal, regulatory or security advice.