

Bloomberg *for* B2B Go-To-Market.

An investment thesis, through one analogy.

A layer-creation thesis — not a product pitch.

§ THE ANALOGY

Every category-defining company *owns the decision layer.*

IN CAPITAL MARKETS

that layer is owned by
Bloomberg L.P.

IN B2B REVENUE MARKETS

that layer is being built by
Omnitech Capital.

Bloomberg built the intelligence and execution layer for financial markets.
Omnitech is building the intelligence and execution layer for revenue markets.

§ WHAT BLOOMBERG ACTUALLY IS

Bloomberg is not a media company, a data provider, or a software tool.

It is integrated decision infrastructure.

01

DATA

Real-time market data

Proprietary price, volume, and market microstructure feeds — captured at source.

02

INTELLIGENCE

News + analysis

Editorial reporting and analytics produced by Bloomberg's own journalists and quant teams.

03

WORKFLOW

The Terminal

The single surface where financial decisions are researched, debated, and committed to.

04

NETWORK

Messaging + trading

The professional network where counterparties coordinate, message, and transact.

The result: every serious financial decision flows through one integrated surface.

§ THE STRUCTURAL MAPPING

Every layer Bloomberg owns in finance, *Omnitech owns in revenue.*

LAYER	BLOOMBERG	OMNITECH EQUIVALENT
DATA	<i>Real-time market data feeds</i>	Buyer signals from publications, campaigns & interactions
INTELLIGENCE	<i>Bloomberg News & analytics</i>	GTM Bench Review, BoardroomAI, VerticalAI
WORKFLOW	<i>The Terminal</i>	ENAI — AI-native GTM operating system
EXPERTISE	<i>Analyst network</i>	GTM Bench — senior fractional operators
EXECUTION	<i>Messaging & trading</i>	IndustryGeniuses + ENAI execution layer
NETWORK	<i>Chat / professional network</i>	GTMplus community + Inner Circle

Bloomberg helps you decide what to trade — and executes the trade.

Omnitech helps you decide who to target — and executes the pipeline.

§ WHY NOW

B2B Go-To-Market is undergoing *the same structural shift.*

ABUNDANCE

Data is abundant.

Every B2B company now has more signal than they can interpret — engagement data, intent feeds, CRM activity, outbound telemetry.

COMMODITISATION

AI is commoditised.

The model layer is converging. Every vendor has access to the same Claude API, the same agentic frameworks, the same foundation models.

FRAGMENTATION

Tools are fragmented.

A typical revenue team runs 40+ point tools. None of them answer the question that matters: what should we do next?

WHAT'S MISSING

A unified layer that tells companies what to do — and executes it.

§ THE CLOSED LOOP

Bloomberg's real moat isn't the terminal. *It's the data flywheel underneath it.*

BLOOMBERG'S LOOP

Data → Decisions → Execution → More Data

Each trade executed inside the Terminal generates new proprietary data. Which improves the signal. Which attracts more professionals. Which generates more trades.

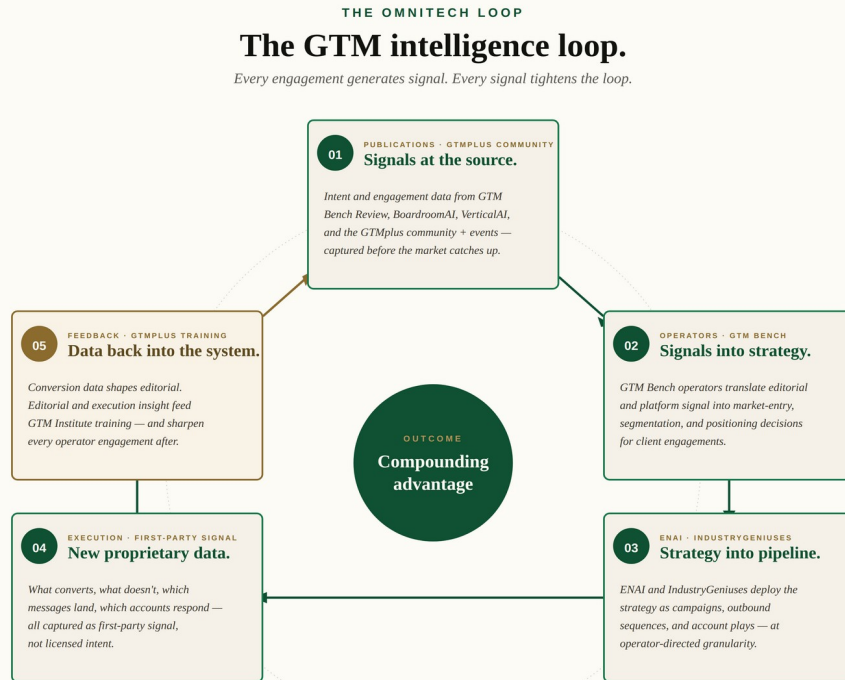
A continuously improving GTM intelligence engine. The more the platform runs, the smarter it gets.

THE OMNITECH LOOP

- 01 Publications generate buyer signals at the source
- 02 Operators interpret signals into GTM strategy
- 03 Software + agency execute into pipeline
- 04 Execution generates new proprietary data
- 05 Data feeds back into publications and platform

§ THE LOOP VISUALISED

Five stages. *One closed loop.*



The more the platform runs, the smarter it gets.

*Publications & Community → Operators → Software & Agency → Execution → Feedback & Training.
Five stages, one closed loop. Each iteration sharpens editorial, tightens strategy, and compounds the GTM advantage.*

Publications and the GTMplus community capture buyer signal at the source. GTM Bench operators translate it into strategy. ENAI and IndustryGeniuses execute into pipeline. Execution generates new proprietary data. Editorial and GTM Institute training close the loop and compound the advantage.

OUTCOME

Compounding advantage.

The more the platform runs, the smarter it gets.

§ THE DATA ADVANTAGE

Others buy data. *Omnitech creates data.*

FOUR PROPRIETARY DATA SURFACES

01

Publications

What executives read, engage with, and search for across GTM Bench Review, BoardroomAI, and VerticalAI.

02

Campaign execution

What messages, accounts, and sequences actually convert — at the granularity of live pipeline outcomes.

03

Operator insight

What senior fractional operators see working across multiple B2B engagements each quarter.

04

Community interaction

Peer-level signals from the GTMplus community and Inner Circle — what VPs are privately worried about.

Every one of these surfaces is owned end-to-end. None is licensed, bought, or resold from a third-party provider.

§ WHY INCUMBENTS CAN'T BUILD THIS

Every incumbent in the revenue stack *owns a piece — but not the whole.*

CRM (Salesforce, HubSpot)	HAS <i>System of record</i>	LACKS <i>No intelligence layer. No direction. Just storage.</i>	<i>Knows who the buyer is — not what to do about them.</i>
Point tools (sales engagement, ABM, intent)	HAS <i>Fragmented execution</i>	LACKS <i>No unified context. No shared signal. No orchestration.</i>	<i>40 tools, each solving 2% of the problem.</i>
Agencies & consultancies	HAS <i>Execution capacity</i>	LACKS <i>No proprietary data. No compounding advantage.</i>	<i>Every engagement starts from zero.</i>
Publications & analysts (Gartner, Forrester)	HAS <i>Advisory authority</i>	LACKS <i>No execution layer. No software. No feedback loop.</i>	<i>Tell companies what to do — can't help them do it.</i>

None of them own the layer that answers: "what should we do next?"

§ DEFENSIBILITY

Four structural advantages *that compound over time.*

01

Integrated from day one

Not assembled through acquisition. Designed as a single operating system — the disciplines share data, signal, and strategy from inception.

02

Data generated at the source

Every proprietary surface is owned end-to-end. Third-party vertical intent (SciLeads, Informa, NielsenIQ, Bombora) augments where vertical signal helps — it is not the foundation of the platform.

03

Closed-loop learning

Every campaign, every engagement, every operator placement generates data that improves the next. The system gets smarter with use.

04

Multi-layer lock-in

Customers touch software, services, community, and media. Switching costs compound across layers — removing one means replacing four relationships.

§ THE END STATE

BLOOMBERG — TODAY

Every serious financial professional logs into Bloomberg.

OMNITECH — THE TRAJECTORY

Every B2B revenue team consults Omnitech before making a GTM decision.

THE DECISIONS THAT FLOW THROUGH THE SYSTEM

Which market to enter

Which accounts to prioritise

Which campaigns to launch

Which pipeline to prioritise

How to coordinate the team

§ WHAT THIS MEANS FOR INVESTORS

Not a product. Not a portfolio. A category-defining operating group.

COMPARABLE LAYER-CREATION OUTCOMES

1979 Gartner <i>Advisory layer</i>	1981 Bloomberg <i>Financial intelligence</i>	1999 Salesforce <i>CRM</i>	2010 Stripe <i>Payments infrastructure</i>	2012 Snowflake <i>Data warehouse</i>
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Each one defined a strategic layer.

Each one became worth multi-billions — because the category they defined was worth multi-billions.

Go-To-Market Infrastructure is the next.

The next step is *a conversation.*

We are opening specific conversations:

- *with investors for whom integrated operating groups are a deliberate thesis*
- *with strategic partners who see the same category shift*
- *with operators who want to help build the next decade of Go-To-Market*

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[**omnitech.capital/investment-thesis.html**](https://omnitech.capital/investment-thesis.html)

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BOOK A CONVERSATION

[**Book 30 minutes with Zeeshan →**](#)