



THE B2B SOFTWARE MARKETPLACE & PEER-REVIEW NETWORK

Board of Directors

Board Meeting · FY2026 Business Review

SAMPLE / DEMONSTRATION ONLY · STRICTLY PRIVATE & CONFIDENTIAL

How This Sample Deck Was Built

1

Purpose

A sample board deck created for demonstration only. It is not an official document of G2, was not produced, reviewed, or endorsed by the company, and must not be relied upon for any decision.

2

How it was built

Generated by an AI assistant (Claude) from publicly available information. Structure follows common board-review best practice; layout and charts were produced programmatically.

3

Data & figures

Company facts are from public sources; all financial figures are illustrative planning estimates and are not audited.

4

No warranty

Provided as-is with no representation as to accuracy or completeness. Any resemblance to actual internal reporting is coincidental.

AGENDA

FY2026 Business Review • Board Meeting

01 CEO Opening & Key Messages

02 Company Overview

03 Financial Performance

04 Revenue Mix & Drivers

05 Strategic Priorities

06 Illustrative Scenarios

07 Risk & Competition

08 Governance & Scorecard

09 Path to Value Creation

Key Messages to the Board

Durable model

G2 operates a two-sided B2B software marketplace where buyers research and compare products through verified peer reviews and category rankings, and vendors pay for profile, marketing, lead-generation, and buyer-intent data services.

Recurring core

Recurring subscription/advisory anchors the revenue base, with expansion and data upside layered on top.

Instrumented business

Performance is tracked against a defined set of metrics and deliverables spanning multiple functions and altitudes — provided as separate companion files.

Clear priorities

Strategic priorities are set to compound the recurring core and de-risk the model.

G2

G2 operates a two-sided B2B software marketplace where buyers research and compare products through verified peer reviews and category rankings, and vendors pay for profile, marketing, lead-generation, and buyer-intent data services. Its accumulated review corpus drives organic traffic that feeds the intent and demand-generation products it sells to vendors.

2-sided

Marketplace

Reviews

Verified corpus

Intent

Buyer-intent data

Grid

Category taxonomy

What the Business Sells

Vendor Marketing

Profile, marketing and lead-gen subscriptions

Buyer-Intent Data

In-market account signal sold into vendor GTM — highest-margin

Marketplace / Reviews

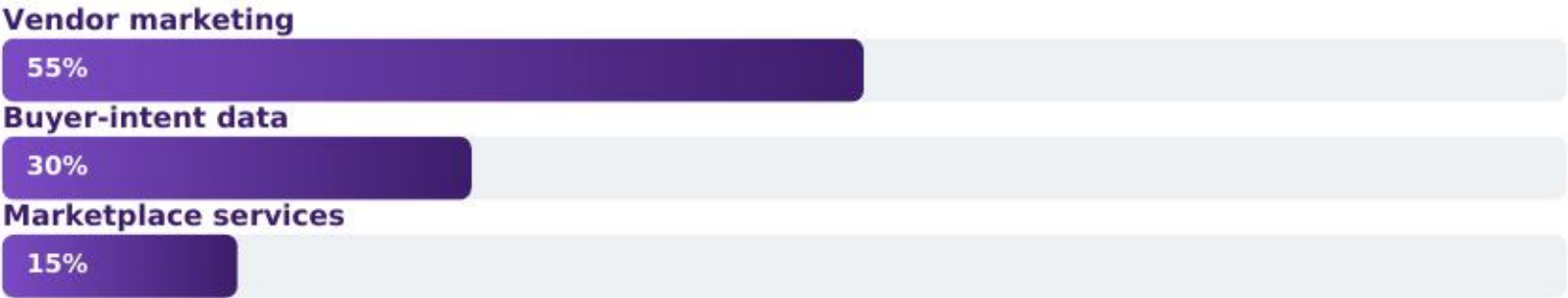
Verified peer reviews and category rankings driving buyer traffic

Illustrative Revenue Trajectory (\$M)



Illustrative estimates — a recurring core plus expansion and data/products drives the trajectory.

Illustrative Revenue Mix



Illustrative estimates. Mix shift toward recurring and data/products is the value-creation direction.

Strategic Priorities — FY2026

- 1** Grow buyer-intent data monetization
- 2** Compound the review/traffic marketplace flywheel
- 3** Build resilience to AI-search disruption
- 4** Expand category and international coverage

Illustrative Scenarios

BEAR

Flat

Cyclical or category pressure slows growth; retreat to the recurring core.

BASE

Steady growth

Recurring core compounds with modest expansion and mix shift.

Illustrative only — not guidance.

G2 BOARD OF DIRECTORS

BULL

Accelerating

Illustrative only

Enterprise Risk Register

Risk	Rating	Description / mitigation
Traffic disintermediation	High	AI answer engines and shifting search behavior could disrupt the buyer-research funnel.
Trust vs. payer conflict	Med	Review integrity must hold while vendors are the paying side.
Budget cyclicalality	Med	Vendor marketing budgets compress in a software-spending downturn.
Competition	Med	Rival review sites and analyst-adjacent players contest vendor budgets.

Board Scorecard — FY2026

Metric	Current	Status
Net revenue retention	~106%	● Amber
Intent-data revenue share	~30%	● Green
Non-paid inbound share	High	● Green
AI-search exposure	Watch	● Red
Review integrity	Governed	● Green
Vendor budget cycle	Sensitive	● Amber

Decisions Requested of the Board

✓ **Approve FY2026 operating plan**

Endorse intent-data, marketplace and expansion targets.

✓ **Fund intent-data & integrations**

Approve investment in the highest-margin data line and GTM integrations.

✓ **Endorse AI-search strategy**

Confirm positioning of the dataset as an AI source layer.

✓ **Oversee review integrity**

Confirm governance protecting buyer trust as vendors pay.

Sources & Methodology

Company facts drawn from public sources on G2 (two-sided B2B software marketplace, verified reviews, G2 Grid, buyer-intent data). Financial figures are illustrative estimates.

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- Metrics, deliverables and OKRs for this company are provided as separate companion files.
- All financial figures are illustrative planning estimates. This company does not necessarily disclose audited financials.

G2

Thank you · Questions & Discussion