

# Map the committee, see each seat's gap, serve the next theme.

Wave models each account's buying committee, scores who has consumed what, and routes the next theme every member needs to the channel they answer.

### COVERAGE MATRIX

	A	W	R	E	A	L	U	A	D	E	C	I	D	E
Champion	92	74	45											
Econ Buyer	85	55	20											
Technical	78	66	50											
Legal	40	30	10											

**BIGGEST GAP**  
Legal · Decide stage

### NEXT THEME

- Security and compliance NEXT
- Integration depth DONE
- ROI and TCO DONE
- Buyer references QUEUED
- Onboarding path QUEUED

**NEXT FOR THIS SEAT**  
Security and compliance

### NEXT-UP CARD

Wave

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HubSpot

**SYNCED PER CONTACT**  
Role plus next theme

#### WHERE THEY ARE

### Curriculum Coverage

A role by stage grid, green to red, showing which seats are covered and which are stuck.

#### WHAT TO SEND

### Best Asset Per Theme

Wave picks the next theme each seat needs, then ranks the single best-matching asset for it.

#### WHERE IT LANDS

### Role and Theme Writeback

Each member's role and next theme write back to HubSpot today, blended with channel and timing.

## See your committees mapped.

Book a 20-minute walkthrough on your real accounts.

[tidalrevops.com/wave#demo](https://tidalrevops.com/wave#demo)