C1 SmartGTM

C1Secure's internal innovation lifecycle engine providing a unified workflow to capture ideas, evaluate business value, model products, align engineering, and track GTM readiness. It standardizes how concepts move from intake to launch, reducing wasted effort and accelerating SmartProduct development.

Idea to Product

Structured intake and evaluation with product-capability-feature hierarchy modeling and business value scoring.

Engineering Alignment

Resource mapping and priority alignment across product, GTM, and engineering teams.

Launch Readiness

GTM tracking with SmartKits, one-pagers, demos, and lifecycle workflows from build to launch.

Portfolio Visibility

Centralized dashboards providing leadership with real-time portfolio insights and collaboration tools.

Key Outcomes

- Faster idea-to-approval cycles
- Reduced engineering rework
- Stronger cross-team alignment
- Predictable product launches

Ideal For

- C1 product management
- Engineering and AI/IRM/GRC teams
- Executive leadership
- GTM stakeholders

Internal SmartApp — Value measured through efficiency gains and reduced rework across the innovation lifecycle.