



Business insight for the next decision

AI-assisted reporting for small to medium-sized businesses and nonprofits.

THE PRODUCT

A recurring view of what deserves attention

Sentinel Basecamp is developing a reporting layer that turns customer-provided business records into clear summaries, potential risk observations, and suggested next steps. Its purpose is to help leaders understand what to investigate and why. Alpha testing is preparing to begin.

Who buys and what prompts the need

Owners, executive directors, and finance leaders need to validate real-time data across multiple areas of their organization and turn it into strategic decisions. Sentinel is designed to connect that view with strategic suggestions and market and competitor analysis in each report, helping leaders assess priorities and decide where to act.

What the demo revealed

MOCK COMPANY / DEMO-GENERATED REPORT / FICTIONAL DATA

The demo tested a mock company and found that strong revenue growth masked rising customer acquisition costs and declining repeat purchases. The report connected those findings to a strategic priority: strengthen customer retention before increasing paid acquisition. It also flagged the need to reconcile accounting records before making further decisions.

Illustrative findings from fictional data. Not alpha results or verified customer outcomes.

Market size and a reason to choose

ADDRESSABLE MARKET / U.S. EMPLOYER BUSINESSES

6.4 million

U.S. employer firms with fewer than 500 employees [1]

The U.S. employer-business market Sentinel is built to serve.

A broad market with a shared decision-making need

Sentinel defines its addressable U.S. employer-business market as the 6.4 million firms with fewer than 500 employees. Across this market, leaders need to connect information from different parts of their business, understand market and competitive conditions, and translate those findings into strategic decisions.

Initial outreach will focus on organizations with recurring reporting needs and leaders seeking a clearer basis for action. Nonprofits are also a core audience; no separate nonprofit count is added to the figure above. Nonemployer businesses and international markets are outside this market count.

Why choose a dedicated reporting product

Sentinel brings business findings, strategic suggestions, and market and competitor analysis into a recurring reporting experience designed around leadership decisions.

Alongside existing reports. The intended value is interpretation: explaining what deserves follow-up, beyond presenting the figures themselves.

Compared with ad hoc AI use. The product goal is a repeatable workflow for recurring business reporting, reducing the need for leaders to assemble each analysis themselves.

Alongside human advisers. Clear findings and strategic suggestions give leaders and their advisers a shared starting point for focused management discussions.

[1] SBA Office of Advocacy, Frequently Asked Questions About Small Business, February 2026.
6,395,635 employer firms. Underlying firm counts: 2022 Census SUSB/NES. Rounded above.

Built for recurring strategic decisions

RECURRING VALUE / QUALITY / SCALABLE DELIVERY

Recurring insight, ongoing value

Sentinel's subscription model is built around an ongoing leadership need: understanding what changed, why it matters, and what to do next. Each reporting cycle is designed to connect current business data with strategic suggestions and market context, helping leaders revisit priorities as conditions evolve.

Designed for scalable delivery

The development roadmap advances AI-driven routine reporting with quality validation and human attention where needed. The goal is to reduce manual work per report and support a growing customer base while preserving useful, consistent analysis. Alpha testing will help refine report quality and the delivery process.

Trust supports every decision

Sentinel's development priorities include reliable interpretation, clear context, and responsible handling of business information. Validation will focus on whether findings reflect the source records, where information is incomplete, and when further review is needed, so leaders can evaluate the basis for each recommendation.

Explore the opportunity

Connect with Trailhead Strategy Co. to discuss Sentinel's product direction and growth opportunity. Detailed technology, commercial assumptions, and supporting materials are reserved for discussions under an NDA.

trailheadstrategyco.com