GY6 PRISM FOR STARTUPS

Your CEO in a box. A team that runs it with you.

You started a company to build something and now you run ten jobs at once. We give a small team the decisions, the pipeline and the people of a much bigger one: PRISM keeps what you know in one place and puts each decision on the right desk, and our people run marketing, outreach and bids beside you.



Led by Justin J. Frank, MBA, CEO and Principal Consultant, and Daniel Brown, Chief Marketing Officer

WHAT FOUNDERS TELL US

Six problems, in almost every young company.

The founder is the sales team, the marketing department, the operations lead and the person who remembers everything, so the company can only move as fast as one calendar.

Every decision waits on the founder

Pricing, hiring, a customer promise, a vendor question. Nothing moves until one person has time to look.

What you know lives in your head

Plans, numbers, contracts and promises are spread across email, chat, drives and memory. New people start from zero.

Pipeline depends on spare hours

Outreach happens in bursts between product work, so the pipeline goes quiet exactly when you need it.

No marketing team, no story

The website, the deck and the posts each say something different, and nobody owns getting the word out.

Tools set up halfway

A CRM nobody updates, inboxes that land in spam, reports built by hand the night before a board meeting.

Bigger customers and funding feel out of reach

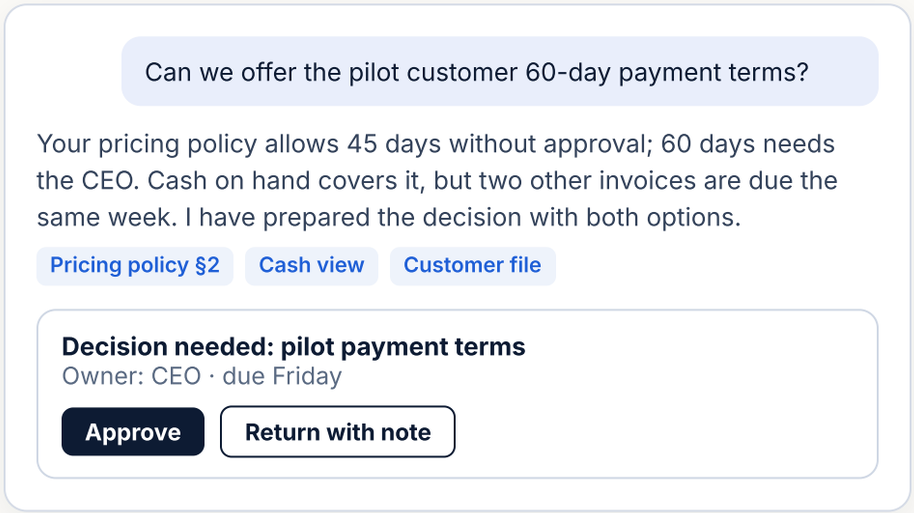
Grants, government and enterprise bids take hours of writing and a process a small team has never run.

Themes reflect GY6 conversations with founders and small-company leaders. No company is named.

PRODUCT OVERVIEW · PRISM DSS

GY6 PRISM: your chief executive's desk, in the Microsoft tools you already use.

PRISM turns what your company knows into answers you can trust and moves each decision to the person who owns it. We built it to run our own company first. The system proposes. A person decides. Every decision is recorded.



Concept illustration on synthetic data. Names and figures are examples.

What you get

- One place for what you know: plans, customers, numbers, contracts and meetings
- Clear decisions: each comes with the options, the facts and a source for every answer
- Runs the week: goals, tasks and owners tracked in Teams and Outlook
- Grows with you, from a team of one to a hundred and past it

Automation with people in control. Follow-up, status reports, onboarding checklists and meeting notes into tasks become automations. A named person approves anything that touches a customer, money or a commitment.

TODAY		WITH PRISM
The answer is in the founder's head or a buried thread	→	Every answer cites the document or record behind it
Decisions pile up waiting for one calendar	→	Each decision reaches its owner with the options attached
The board update is rebuilt by hand	→	Numbers and status on demand, each one traceable

Delivered as configured workflows in your own Microsoft environment as part of an engagement, and shown in guided demonstrations on synthetic data. Built on Microsoft 365, Teams, Copilot, SharePoint, Power Platform, Dynamics 365 and Power BI. Your data stays in your tenant. Engineered by GY6.AI. Sold, delivered and supported by GY6 Solutions Inc.

LED BY DANIEL BROWN

Marketing that runs. Pipeline you can see.

We find the buyers who fit, reach them by email, LinkedIn, phone and mail, and hand you qualified meetings with the context attached. It runs from your own accounts, and every touch lands in your CRM.

TARGET	REACH	RECORD	RESPOND	HAND OFF
Your ideal customer, researched account by account	Email, LinkedIn and phone from your own accounts	Every touch logged once in your CRM	Replies to the right person fast; opt-outs honored everywhere	Qualified meetings on your calendar, history attached

Your story, told once

Positioning, website copy, the deck and LinkedIn kept on one message, so every buyer hears the same thing.

Media production

Product demos, investor and pitch videos, photos and short-form social content, shot and edited in-house.

US Mail and postcards (add-on)

Signed letters and postcards to named decision-makers, each logged in your CRM.

Approved before it sends. No campaign starts until you approve the list, the message and the sender. Software does the research and first drafts. A person checks every list and owns the result.

Tools set up right. Sending domains, CRM and reporting on your accounts. Your data stays yours, and you can take the keys at any time.

FUNDING AND BIGGER CUSTOMERS

Grants, government and enterprise bids, run by a desk built for them.

A small team can win larger work when someone finds it early, decides honestly whether to chase it, and writes and manages the response.

Grant Bid Desk

- Funding matched to your plans
- Narrative, budget justification and required forms written with you
- Letters of support gathered
- Monthly grant management and reporting after award

RFP Bid Desk

- Government and enterprise opportunities found and screened for fit
- Go or no-go with a written reason
- Compliance matrix, drafts from your approved answers, deadlines tracked

Pre-bid pursuit (add-on)

Meet the buyer before the bid is written: early signals from agendas, budgets and plans, then letters, calls and meetings.

Teaming

The GY6 Partner Portal lets you partner with larger firms on a bid, including small and veteran-owned businesses, with Shipley-method reviews through The Voltron Group.

Honest go or no-go. Most small companies lose money chasing the wrong bids. We tell you plainly when a bid is not worth your time, and why. Program details, amounts and dates are confirmed against each funder's own documents.



WHO YOU WORK WITH

Operators who have built pipelines and brands, and advised on both.

Two leaders work your account personally, with the GY6 team and the PRISM platform behind them.

JF

Justin J. Frank, MBA

Chief Executive Officer and Principal Consultant, GY6 Solutions

- Co-founded the GY6 companies in 2025 and runs GY6 Solutions
- Designed PRISM, the decision support platform GY6 built to run its own company first
- Regional Sales Manager at L3Harris Technologies: built a state and local sales funnel across 50 Pennsylvania counties worth more than $100M within twelve months
- Enterprise sales at Motorola Solutions; contributed to the proposal team behind a $30M state contract
- More than 25 years of experience spanning law enforcement, public-safety technology, and government-focused enterprise sales, including Chief Deputy of a 400-person bureau where he ran budget, finance and technology
- MBA, Eastern University; Adjunct Professor of graduate business courses, Rosemont College

DB

Daniel Brown

Chief Marketing Officer, GY6 Solutions

- Marketer and media producer; founder and creative director of Carter Ave Media since 2018
- Director of marketing and operations for Shaw & Company Contractor, where qualified leads rose 30% and client acquisition cost fell 15%
- Eleven years in production at Voice of America, from multimedia specialist to studio and production operations, on daily live programming that reached more than five million viewers a week
- Leads GY6 marketing, pipeline and media production

Why that matters to a founder. One of them has carried a quota and built a nine-figure funnel from a standing start. The other has run marketing that measurably lowered the cost of a new client and produced media for an audience of millions. Together they cover the two jobs founders most often carry alone: selling and being seen.

Results quoted in biographies are from each person's own record and are not a promise of results for your company.

NEXT STEP

Start with one lane. Add more when it works.

Bring one problem: a market you cannot reach, a pipeline that goes quiet, a decision that keeps waiting on you, or a grant or bid you could not staff. We will look at what you run today and tell you plainly what fits.

Crawl, walk, run

Crawl: we load your plans, numbers and customers into one place. Walk: we set up the tools, start outreach and put the first decisions on your desk. Run: we work it with you each week and do more of what works.

Leaders and a team on demand

Part-time technology, marketing and sales leadership without the full-time cost. Account executives and business development as a service. Professional services on Microsoft 365, Dynamics 365 and Power BI.

Your data stays yours

We build on your accounts and hand you the keys, or run it for you. Every engagement is scoped with you, and you decide after each stage whether to continue.

Book a 15-minute call

outlook.office.com/book/MeetwithGY6Solutions@GY6Solutions.com

Ask for a briefing session or a guided demonstration of PRISM.

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One front door. GY6 Solutions sells, delivers and supports all of it under one agreement: PRISM decision support, marketing and pipeline, media production, team on demand, the RFP and grant bid desk, Microsoft 365 services, people solutions and government services.

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