

SAMPLE · RENEWAL RISK BRIEF

HIGH · 78 / 100

Acme Corp

Renewal: June 3, 2026 · 45 days · ARR \$412,000

Account owner: You · Segment: Enterprise

TRAJECTORY: WORSENING

HEADLINE SIGNAL

Acme filed an SEC 8-K on April 9 disclosing a ~12% workforce reduction (~340 employees).¹ A California WARN notice filed April 11 confirmed 218 engineering roles and 44 product roles impacted.²

CHAMPION & BUYER EXPOSURE

You sell into Platform Engineering. 71% of the engineering cuts hit Platform, Infra, and DevTools teams — the exact function that owns your seats. Champion re-verification required before outreach; two of the three named users in the account have LinkedIn activity suggesting they were part of the cut.

AI-DRIVEN OR FINANCIAL DISTRESS?

Displacement Score 0.68. The 8-K framing (“rebalancing toward AI-assisted workflows”) and the role mix (engineering-heavy, not G&A) are consistent with AI-driven cost restructuring, not financial distress. That makes a seat-count downgrade materially more likely than full churn — but a price renegotiation is near-certain.

LEADERSHIP EXITS (LAST 90 DAYS)

CFO departed March 14; interim CFO in place.³ Budget authority above \$250K is frozen through Q2 pending permanent hire. Your economic buyer likely changed within the last 30 days.

SECTOR PRESSURE

B2B SaaS tooling in the Acme subsegment has a TIDE score of 62 (elevated), with two comparable peers announcing reductions in the same two-week window. Expect vendor consolidation pressure across Acme’s tool stack through renewal.

WHAT THIS LIKELY MEANS FOR YOUR RENEWAL

Expect a 15–25% seat-reduction request rather than a churn. Budget owner has changed. Anchor the renewal on cost-per-active-seat and AI-workflow consolidation — not new capability. The ‘expansion’ motion is dead for this cycle; protect the ARR floor, then re-open expansion in Q4.

SUGGESTED PLAYS

- 1 Re-map stakeholders this week. Confirm champion status, identify interim budget owner, and warm-intro into new Finance leadership before the renewal call is booked.
- 2 Pre-empt the seat-reduction ask. Offer a tiered right-size package proactively; protect ARR floor at \$310K. A preemptive offer converts a defensive call into a collaborative one.

- 3 Re-frame the renewal deck. Lead with consolidation ROI and AI-workflow cost savings, not roadmap or expansion. Quantify cost per active seat over the last 90 days.
- 4 Line up a contingency. If the interim CFO blocks, escalate to the VP Eng (your original champion chain). Have a 30-day extension pre-authorized by your deal desk.

HOW THIS BRIEF WAS GENERATED

LayoffSignal watched 14 signals on Acme Corp between Feb 1 and Apr 17, 2026 — SEC filings, state WARN notices, verified internal announcements, and public leadership moves. Each signal is severity-scored; the brief composes the highest-severity, most-recent subset with a deterministic floor so the risk score can never be talked down by the language model. Every claim above is linked to a primary source.

SOURCES

1. SEC 8-K, Acme Corp, April 9 2026 (illustrative). [sec.gov](#)
2. California EDD WARN Act filings, April 2026 (illustrative). [edd.ca.gov/warn](#)
3. LayoffSignal leadership-exit feed, last 90 days (illustrative). [layoffsignal.dev/leadership](#)
4. Tech layoffs surpass 45,000 in early 2026 — Network World. [networkworld.com](#)
5. 2026 customer success trends — ChurnZero. [churnzero.com](#)