common ground

cg360° Orbit

Agentic, proactive CRM.

Most CRMs start at the deal.

Everything that decides the deal happens before it, and it lives in your head and your inbox. Orbit is an agentic, proactive CRM that starts there: who to reach and why, the first touch drafted in your voice, and the next step queued.

WHO IS NEXT

Who to reach and why, with the thread and the profile one click away.

YOUR VOICE

The first touch drafted the way you write. Change one line and it learns the rule.

THE NEXT STEP

Queued before you close the tab, so nothing falls through.

The deal is the last thing that happens. Everything that decides it happens here.

WHAT YOU ACTUALLY GET	HubSpot	Clay	Orbit
Tells you who to reach next, and why	●	●	●
Drafts the first message in your voice	●	◐	●
The thread and the profile one click away	◐	◐	●
Queues the next step for you	●	●	●
Writes a rule when you edit a draft	○	○	●

Every CRM can store a contact. What decides the deal is who you reach first, what you say, and whether the follow-up actually happens. Orbit drafts in your voice and learns from every edit you make. A list of contacts does not grow a network; the next step, sent, does.

IT LEARNS

From every line you change.

See who is next

WALKTHROUGH

Your own network, ranked, with the first touch drafted.

Set it up

SETUP

Pointed at your inbox and contacts, tuned to how you write.

Keep it moving

ONGOING

The next step queued every week, so nothing falls through.

See who is next, and why.

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Comparison from published 2026 vendor pages: the HubSpot Breeze prospecting agent and Sales Navigator integration; the Clay Sequencer.

Common Ground: capital, operating partners and technology.
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