



FOR IMMEDIATE RELEASE

Houston, Texas - January 29, 2026

MOIC Pipeline Grader Now Available in HubSpot Marketplace

*HubSpot Marketplace Inclusion Marks
A Significant Milestone for MOIC*

MOIC Partners, an emerging leader in AI-based Sales Execution Systems, is pleased to announce that its proprietary Pipeline Grader app is now available in the **HubSpot Marketplace**, HubSpot's centralized ecosystem of verified apps and integrations designed to extend the power of its CRM platform.

With its Marketplace listing, HubSpot customers can now seamlessly install [Pipeline Grader](#) to strengthen pipeline management, improve forecast accuracy, and drive more predictable revenue outcomes — all directly within HubSpot.

"Being accepted into the HubSpot Marketplace is a major validation of Pipeline Grader's value," said Stephanie Cummings, Head of Marketing for MOIC. "HubSpot customers expect reliable, high-quality integrations that fit naturally into their workflows, and we're excited to deliver pipeline insights that help teams sell smarter and close with confidence."

All apps in the HubSpot Marketplace meet HubSpot's standards for security, performance, and usability, ensuring customers can confidently adopt tools that integrate smoothly with their existing CRM environment.


APP

MOIC Connect
Stop guessing, start grading. Pipeline Grader brings objectivity to...

Built by [MOIC Partners](#) Installs <10 installs

Sign in to install

Requires MOIC Connect subscription

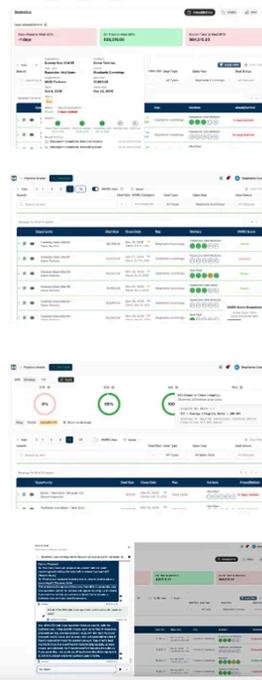
Requirements

HubSpot Plan
[See all compatible plans](#)

HubSpot Account permissions
View the required [account permissions](#)

MOIC Connect Subscription
[MOIC Pipeline Grader plan](#)

Features



[Compare features by HubSpot plan](#)

Pipeline Grader - Predictive Deal Forecasting

Deal-by-deal visibility distinguishes real opportunities from benchmarks. Our proprietary AI engine and Business Case Method confirm buyer intent and deal quality early, boosting targeting accuracy 50%, cutting forecast coverage 3x to 1.5x, lowering customer acquisition costs and enabling more predictable revenue growth and higher enterprise value.

WARD - Pipeline Prioritization & Forecast Intelligence

Modeled after baseball's Wins Above Replacement, MOIC's data-driven formula quantifies deal progress and forecast strength, focusing sales efforts on high-probability deals. It aligns sellers and gives managers real-time clarity to guide priorities. Smarter insights and no redundant data entry boost efficiency, accuracy, and win rates.

SPRS - Sales Effectiveness Analytics

A football-inspired rating system measures true sales performance as well as tracking efficiency, consistency and impact with metrics like qualification speed and Pipeline Grader adoption. Integrated with CRM data, it eliminates manual entry and delivers real-time insights to help leaders coach smarter, ramp reps faster and boost team performance.

Compass - Enterprise Sales Playbook & Guidance

MOIC's Compass delivers 40 years of enterprise sales expertise from SAP, Oracle, Salesforce, and Siebel on demand. For SaaS teams moving upmarket, it shortens the learning curve, provides actionable guidance to win complex deals, and offers 24/7 support to sell confidently, avoid costly mistakes, and execute like top enterprise operators.

Download Pipeline Grader via HubSpot

Based in Houston, Texas, MOIC Partners is a SaaS and services firm dedicated to the advancement of SaaS companies' sales execution and bookings predictability and consistency. Additional product and company information is available at www.moicpartners.com.

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