

Customer-Driven Growth for a Niche Higher-Ed Software Startup

Integrating Sales, Marketing, and Customer Success to Scale from \$50K to Private Equity Exit

Business Foundations

A nascent SaaS startup faced an existential challenge: Stagnant at \$50K in annual recurring revenue, the company lacked the strategic functions, processes, and growth engine to effectively scale its AI intelligence platform for higher education recruiting.

The company was also missing out on value from current customers, with no success team to ensure users realized maximum value and remained loyal to the platform from the outset.

The founders knew their solution was unique and valuable in EdTech, but needed outside expertise to scale their operations.

Customer-Led GTM



Launching Customer Success Functions

- Increased product adoption and retention with processes for onboarding, training, engagement, and upsell/cross-sell
- Integrated user feedback into product roadmap



Go-to-Market Strategy

- Defined brand positioning and messaging to differentiate the company's unique value proposition
- Executed integrated digital marketing campaigns leveraging content, SEO, webinars, social media, and event strategy to create demand
- Generated consistent sales-qualified leads
- Developed partnerships, co-marketing initiatives, and integration packages to expand market reach



Sales Leadership

- Implemented the Sandler Selling System to instill a consultative, value-driven sales methodology
- Recruited, trained, and mentored a high-performing sales team
- Developed robust processes for lead management, pipeline forecasting, and revenue optimization

Our Results

Revenue Acceleration

Over three years, the SaaS startup experienced classic **"Hockey Stick Growth"** from \$50K to over \$4M ARR, with a lucrative exit to private equity.

Models for Predictable Scaling

Impacted the full funnel with measurable, optimized strategies: **Increased web traffic by +70%, delivered 6X leads, and increased average contract value +250%.** Customer retention was >85%, with 110% y/o/y revenue.

Partnership-Driven Growth

"Raving fan" customers referred >50% of new business, while technology partnerships and channel reseller strategy accounted for 25% of new business.

Establishing world-class marketing, sales, customer success, and partnership functions enabled rapid growth for this EdTech startup.