

# How an App Development Startup Achieved Higher Growth

## The Background:

A bootstrapped app development startup had grown to over 60 people in under 3 years. Their portfolio spanned fintech, marketplaces and SaaS tools—but internally, the team was overwhelmed. Their offer had ballooned to 15+ services, their GTM strategy lacked clarity, and their founders were stuck managing chaos instead of driving growth. They felt like a big company trapped in a freelancer mindset—reactive, fragmented, and drifting. They urgently needed a cohesive strategy and a definitive path to growth and profitability.

## Our Solution:

- Repositioning the business from a list of skills to a business outcome provider
- Correcting misalignment between services, positioning and buyer behaviour
- Working on clarity, consolidation and focused market positioning for growth
- Eliminating underperforming services that diluted focus and reduced profits
- Building a strategic framework to disqualify bad-fit leads and save resources
- Rebuilding GTM strategy—from messaging, discovery to customer acquisition
- Training the team to sell insights to customers using narrative-led sales tools
- Creating a strategic growth map, aligning content, outreach and team structure.

## The Benefits:

- 60% increase in profitability by selling better, clearer, higher-margin solutions
- 300% increase in inbound qualified leads from niche SaaS enterprise customers
- 40% increase in revenue due to better customer retention and pricing strategy
- 100% clarity across the business replacing firefighting with momentum building
- 80% of the revenue flows from the single high-conviction offer that we created
- 50% increase in sales conversions due to deeper insights and improved alignment.

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