

# UNLOCKING STARTUP POTENTIAL

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BY STRATEGEOS

# THE GROUND REALITY

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We work with ambitious technology startups.

We are not a regular startup consulting firm.

As a founder, you don't wake up in the morning and think, "I need a consultant!"

You wake up thinking, "Why is this not working?"

We don't offer consulting advice like normal consulting firms.

We help you identify the biggest, toughest issues hindering growth.

We help you find answers and build the right solutions, so you win.

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# HOW WE WORK

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We have worked with founders who said they had good technical capabilities.

But they were unable to convert that into business value for their customers.

We helped them with deeper customer expertise and user insights, rather than generic startup insights.

We have also worked with founders who said they hired more people in engineering, marketing, operations, sales, and customer service.

But that did not transform into corresponding growth and revenue for the company.

We helped them build an organization that functioned as if customer service was the entire company and not just a department.



# WHAT ABOUT YOU?

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Have you experienced any of the issues that we articulated?

Like, you had the right tech capabilities but were unable to convert that into actual business value for your customers?

Or, your additional headcount did not directly translate into corresponding growth and revenue for your company?

Well, you are not alone.

It's about deeply understanding your customers and the problems that they face.

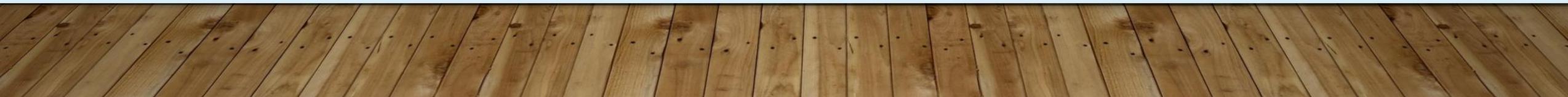
It is also about focusing and doing only the things that move the needle on growth.



# KEY ISSUES STARTUPS FACE

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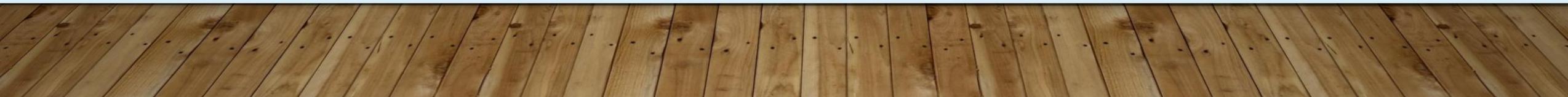
Most startups face some significant issues that hinder growth and success. Like below:

1. Is your sales team unable to articulate value to prospective buyers?
  2. Is your GTM strategy fundamentally broken and not just slow?
  3. Is your customer churn a strategy problem and not a tech problem?
  4. Has your revenue plateaued and no amount of effort seems to help?
  5. Is your company's Ideal Customer Profile (ICP) realistic or fictitious?
  6. Does your business model have flaws and if the unit economics work?
  7. Is your market too small and you are unable to transition to a bigger market?
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# HOW WE HELP YOU

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Here are some of the ways we help you succeed with our proven expertise:

1. Translate your tech capabilities into actual business value for customers
  2. Identify wedge markets where a small market can open big opportunities
  3. Build the right business model, unit economics, GTM and sales strategy
  4. Identify and capitalize on the shadow ICP hiding beneath your primary ICP
  5. Ensure customer service is the entire company and not just a department
  6. Build a channel strategy based on your specific capability, budget, and audience
  7. Focus on and cater to – your most valuable customer segments and audience.
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# THANK YOU

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