

# Accelerate Growth

“Without a clear strategy, growth becomes chaos disguised as success.”

– Simon Sinek

## Growth Crisis

The path to exponential growth is filled with obstacles! From sluggish revenue to market saturation and fierce competition.

In a landscape where low growth threatens stability, and high growth ambitions demand precision and agility, achieving sustainable revenue growth requires navigating complex challenges with clarity and foresight.

## Solution Process

To stay competitive, unlock new revenue streams, and maximize efficiency, companies need a structured growth approach.

With a clear assessment and alignment of objectives, people, processes, and technology, Proveneu’s Growth Framework helps businesses discover strategic opportunities and unlock their full potential.



### Growth Assessment

Provide an unbiased, external assessment using industry-proven practices, including McKinsey’s 7S and SWOT, to identify growth challenges.



### GTM Planning

Tailored for B2B SaaS companies and crafted through the bow-tie model rather than traditional sales funnel models.



### Execution & Monitoring

Execution ownership is ensured through regular checkpoints that sustain momentum and deliver measurable impact.



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# Growth Assessment

Assessments play a pivotal role in identifying strengths, gaps, and opportunities within an organization. They yield actionable insights that facilitate resource optimization, enhance performance, and align strategies for measurable business impact. Recognizing growth challenges and implementing corresponding actions is essential for maintaining competitiveness and ensuring the organization effectively adapts to evolving market demands.

## Outcomes



### Holistic Assessment

Assessment of the 7 key organizational elements and their alignment for driving growth outcomes.



### Identified Growth Challenges

Identify challenges across key areas with catalysts identified for growth.

## Deliverables

- Interview and Workshops
- Data and Analysis
- 7S & SWOT
- Team Analyzer
- Identified growth challenges

## Results

“ Startups need a very balanced Strategy and execution capabilities. Provenue has been helping us achieve this by applying their 7S framework to provided us with a detailed analysis, identifying areas for better alignment and improvement. Their actionable recommendations have enhanced our sales capabilities and operational scalability, significantly impacting our growth. Our sales team is now more aligned and effective, and our operations more scalable. ”

**Srivatsa “Sri” Sreenivasarao**  
CEO and Co-Founder, TraceX Tech

### SWOT Analysis

#### STRENGTHS

#### WEAKNESSES

#### OPPORTUNITIES

#### THREATS

### MCKINSEY 7S ASSESSMENT

|               | Strategy | Structure | System | Style | Staff | Skills | Shared Value |
|---------------|----------|-----------|--------|-------|-------|--------|--------------|
| Strategy      | ✓        | ✗         | ⊟      | ⊟     | ✓     | ✗      | ✓            |
| Structure     | ✓        | ✗         | ⊟      | ✓     | ✓     | ⊟      | ⊟            |
| System        | ✓        | ✓         | ⊟      | ⊟     | ✓     | ✓      | ✓            |
| Style         | ✓        | ✓         | ✓      | ✓     | ✓     | ✗      | ✓            |
| Staff         | ✓        | ✓         | ✓      | ✓     | ✓     | ✓      | ✓            |
| Skills        | ✓        | ✓         | ✓      | ✓     | ✓     | ✓      | ✓            |
| Shared Values | ✓        | ✓         | ✓      | ✓     | ✓     | ✓      | ✓            |

### Growth Challenges Identified



# Go To Market Planning

The GTM (Go-To-Market) planning phase converts assessment insights into a market strategy. Key elements include clarifying the problem, segmenting the market, analyzing competition and demand, and defining the target audience and value proposition. Tasks involve mapping the customer journey, aligning budgets, choosing sales and marketing strategy, and creating a detailed sales plan for consistent execution.

## Outcomes



### Value Proposition & Market Positioning

A targeted value proposition aligned with customer needs, enhancing brand differentiation.



### Optimized Sales & Marketing Strategy

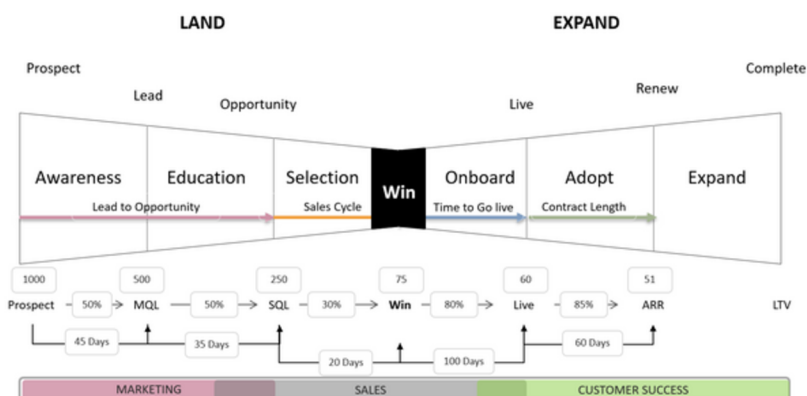
A streamlined customer acquisition strategy with targeted sales channels for market penetration and maximum reach.



### SaaS BowTie Model

Use the Revenue Bow Tie Model to map and manage revenue flows from acquisition to expansion.

## Bow Tie Model



## GTM Planning Stages



## Deliverables

- Product Positioning
- Market Segment
- Sales Team Structure
- Sales & Marketing Plan
- Incentives & Targets Structure
- Bow Tie Revenue Model

# Execution & Monitoring

“Companies don’t grow because they do more things, they grow because they do the right things better.”

– Ram Charan

## Outcomes



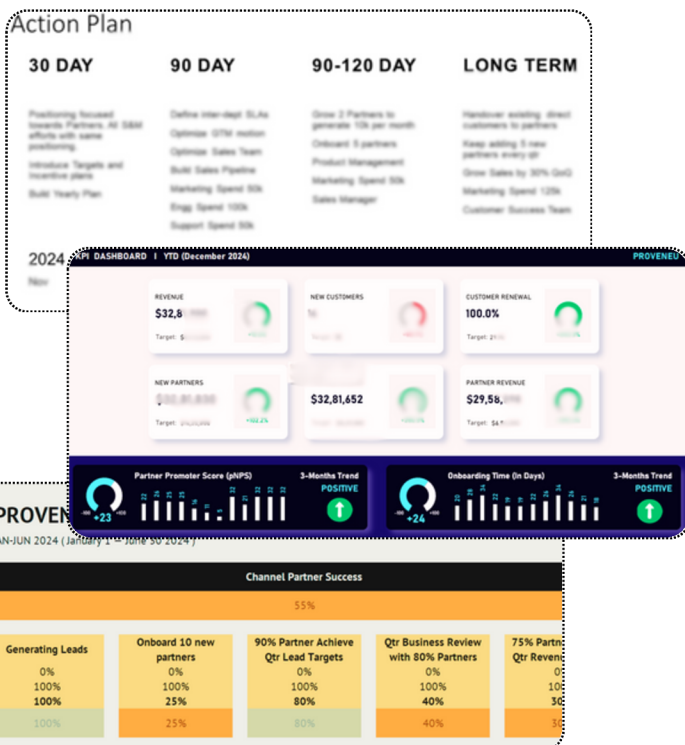
### Actionable Work Areas

Recommendations for OKRs aimed at addressing the identified growth challenges.



### Measurable Parameters

Key Performance Indicators (KPIs) for measuring Success in Growth Metrics.



## Deliverables

- Key Performance Indicators
- Objectives and Key Results
- Action Plan Timelines

## Extended Ownership

- **Execution Partners:** Work in full-time or fractional roles.
- **TrackSure Governance:** Work alongside to drive governance.

## About Us

At Proveneu, our vision is to empower ambitious companies to drive transformative change and achieve scalable growth. We deliver customized advisory, operational, and technology solutions that align with our clients unique needs and strategic goals.