

# GROWTHSUTRA Sprint Questions

1 response

## Your Vision and Goals

How do you want others to see your organization?

1 response

OEM with patented no-code tech for Rapid, cost-effective Digital Transformation using AI

How are you going to grow your business? Are you going to pursue a new market? Are you going to build a new or improved product? Are you optimizing your existing efforts? Or are you building something entirely new for a new segment?

1 response

Pursue current and new market. Product innovation is a must with every year release

What is your current performance - ARR, People Growth, Investments etc?

1 response

Hurtling towards USD 750K annual revenue. Grow international business and build teams around it organically

What specific growth goals are you aiming for (revenue, client base, etc.)?

1 response

FY 2024-25 - USD 2MN, FY 2025-26 - USD 5MN and FY 2027-28 - 10MN

## Your product or service offering

What is your offering? Is it product or service or is it bundled product and service?

1 response

Bundled



If your offerings are designed for specific industry, please share the industry below.

1 response

Industry agnostic

Do you offer digital self-service/SAAS model to your customers? If not, do you have any plans to offer.

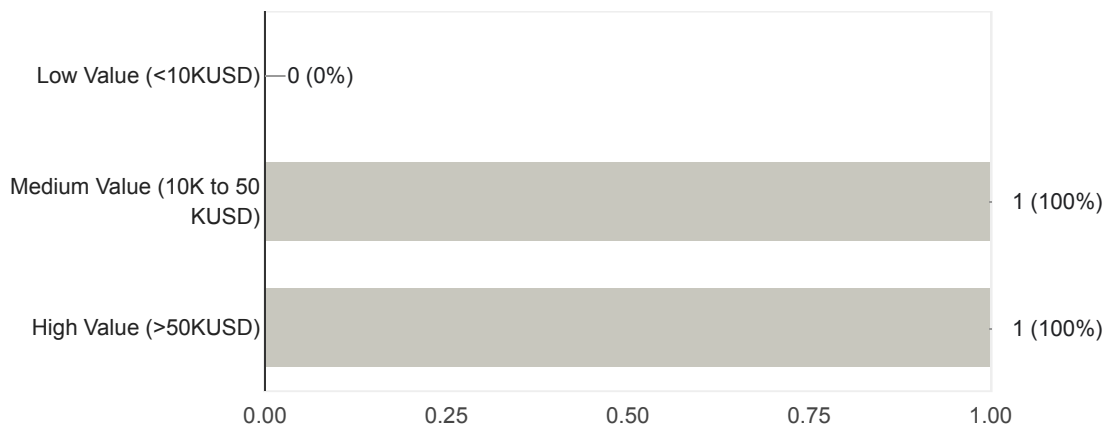
1 response

Yes we have plans to offer

What are the typical deal sizes or average order values for your products or services?

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1 response



Who are your direct competitors?

1 response

No-Code - No known compnay / Lo-code - Service Now, Mendix, Outsystems

What sets your product or services apart from competitors?

1 response

No-Code and fully integrated with Cloud alogn with deep enterprise level features for building complex apps

Do you have a defined sales/product playbook?

1 response

Yes

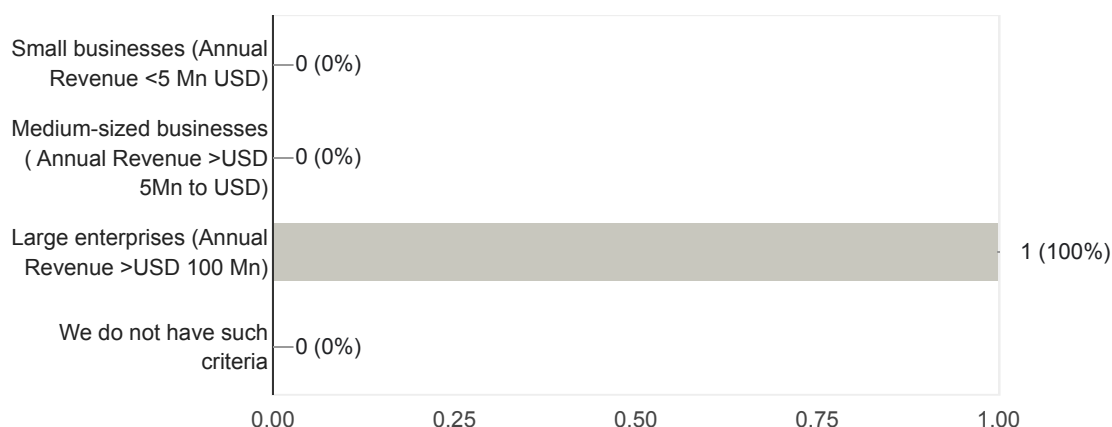
**Your Ideal Customer profile**



Who are your ideal target customer organisations? Please select all that apply



1 response



Who are you trying to convince in your sales cycle? We typically see three personas in B2B IT sales cycles: C1 - the end-user, C2 - the buyer and C3 - the executive (or blocker)

1 response

C3

Are there any specific job titles or roles within organizations that are your primary target audience?

1 response

CEO/CIO/CTO and Business Heads

What are key criteria your prospects consider before they make purchase from you? (Brand, Talent, Customer Success Stories, Pricing etc)

1 response

Codeless Tech with success stories and acceptable pricing.

Do your prospect do online research before making a purchase?

1 response

Yes

What specific problems are customers trying to solve when they turn to your business? What questions do they ask to identify their problems?

1 response

Rapid Apps developement , flexibilitiy for editing to respond to dynamic reqmts, 1/3rd resources required at half the time and cost



## Your AS-IS GTM Efforts

What are your current business development strategies and their effectiveness?

1 response

CIO referrals, Presentation at EVENTS with Demo Booths,

What is your lead generation engine ? Website, Email, Cold Calling, Linkedin outreach, Events marketing, Word of mouth, Partner marketing etc.

1 response

Word of Mouth and Events

What sales and marketing tools (CRM, Linkedin Sales Navigator, Marketing Automation, Social Media Automation, Performance Marketing) are being used by your organisation? If not, do you have any future plans to implement any.

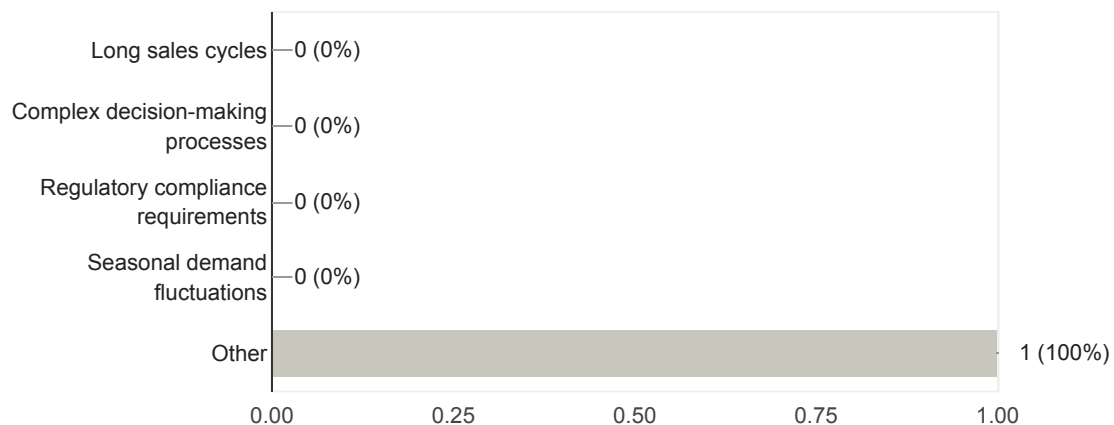
1 response

None .. but plan to use

What unique considerations are associated with your business type that may impact lead qualification? Please select all that apply:

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1 response



## Your GTM requirement

What specific aspects of GTM/business development do you need help with (setting up demand generation engine, lead generation, marketing, partnerships, team supervision, coaching, product playbook, lead magnets etc.)?

1 response

Demand/Qualified Lead generation with 30-50K dealsize as minimum. Anything that enables this is required.



Do you have any specific milestones or upcoming product launch or event that you drives your requirement ?

1 response

Mostly market and customer feedbacks drive our product. Yet we have several events that require updated product features to be featured.

Are you expecting the services in-house or you are open for remote?

1 response

Remote

What is the period of engagement you are looking for?

1 response

6 months first .. on validation we can signup for 2 years

Growthsutra offers its services on retainer, milestone and project basis with fixed and/or performance-based fee. Which model would you prefer?

1 response

Retainer + % of revenue generated.

We have crafted the following unique, proven **Growthsutra Ice-Breakers** for a set price to start the engagement. Pick icebreakers that interest you.

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1 response



Any other information

Any other information you would like to share

1 response

how to achieve USD 5Mn in 2 years in the international market.



# Google Forms



