

Sales Proposal

for

LICHESS



title of the sales proposal

GrowthSutra: Accelerating Revenue Growth and Optimizing Costs for lichess.org



Executive Summary

GrowthSutra is pleased to present this proposal outlining a strategic partnership to address lichess.org's revenue challenges and cost pressures. We understand that despite market growth, lichess.org has experienced sales declines, missed revenue targets, and increased customer churn. Simultaneously, rising costs across various operational areas are impacting profitability. Our proposed solution leverages our expertise in revenue architecture, sales enablement, and operational efficiency to drive measurable improvements in both top-line growth and bottom-line performance.

This proposal details a comprehensive approach, encompassing in-depth requirements analysis, strategic project planning, and meticulous execution. We will work closely with your team to understand your unique challenges and implement tailored strategies to achieve your objectives. Our collaborative approach, coupled with our proven methodologies, ensures that lichess.org will experience a significant return on investment. We are confident that this partnership will position lichess.org for sustained growth and profitability in the competitive online chess market.

GrowthSutra brings to the table a team of seasoned marketing, communications, sales, and leadership executives with over 20 years of experience launching and scaling disruptive brands. We are committed to delivering tangible results and building a long-term relationship with lichess.org. We are excited about the opportunity to help you achieve your revenue and profitability goals and look forward to discussing this proposal further.



Understanding Your Challenges

We recognize that lichess.org is currently facing significant headwinds in terms of revenue and cost management. The decline in sales, despite overall market growth, indicates potential issues with market positioning, competitive pressures, or sales effectiveness. The missed quarterly revenue targets and decreased average deal size further underscore the need for a comprehensive revenue growth strategy.

Furthermore, the increased customer churn rate suggests a need to improve customer retention and loyalty. The drop in revenue per customer, coupled with the underperformance of new product launches, highlights opportunities to optimize pricing strategies and product development processes. Seasonal revenue fluctuations add another layer of complexity to revenue forecasting and resource allocation.

On the cost side, the rise in the cost of goods sold, labor costs, and raw material prices is putting pressure on margins. Decreased operational efficiency and increased procurement costs further exacerbate the situation. The growing technology infrastructure and regulatory compliance expenses demand a closer look at cost optimization strategies. We understand these challenges and are prepared to develop targeted solutions to address each of them effectively.



Proposed Solution

GrowthSutra proposes a multifaceted approach to address lichess.org's revenue challenges and cost pressures, focusing on revenue growth and market share expansion. This includes a comprehensive revenue engine design that optimizes your sales process from lead generation to deal closure. We will implement strategies to increase average deal size, reduce customer churn, and improve new product launch success rates.

To address cost and margin pressures, we will conduct a thorough operational efficiency audit to identify areas for improvement. This includes optimizing procurement processes, leveraging technology to automate tasks, and implementing cost-effective strategies for regulatory compliance. Our goal is to reduce costs without compromising the quality of your services.

Our team will work closely with lichess.org to implement these solutions, providing ongoing support and guidance. We will track key performance indicators (KPIs) to measure progress and make adjustments as needed. This collaborative approach ensures that the solutions are tailored to your specific needs and deliver measurable results. We are confident that this partnership will position lichess.org for long-term success.



Scope of Work / Project Breakdown

Phase 1 - Discovery (2-3 weeks)

- * Conduct kickoff meeting with lichess.org leadership and key stakeholders to align on project goals, expectations, and communication protocols.
- * Perform in-depth stakeholder interviews and requirement gathering sessions to understand current processes, pain points, and desired outcomes related to revenue generation and cost management.
- * Conduct a thorough analysis of lichess.org's current state, including sales data, marketing performance, customer churn rates, and operational costs.
- * Assess lichess.org's existing technology infrastructure and identify opportunities for optimization and automation.
- * Perform a technical feasibility study to evaluate the viability of proposed solutions and identify potential challenges.
- * Develop a detailed project plan with clearly defined milestones, deliverables, and responsibilities.

Phase 2 - Design (3-4 weeks)

- * Develop a comprehensive revenue engine design that optimizes the sales process, from lead generation to deal closure.
- * Design a user-friendly and effective sales enablement platform to empower the sales team with the resources and tools they need to succeed.
- * Create detailed process maps and workflows to streamline operational processes and identify areas for improvement.
- * Design a scalable and cost-effective technology infrastructure that supports lichess.org's growth objectives.

- * Establish clear KPIs and success metrics to track progress and measure the effectiveness of the implemented solutions.
- * Develop a detailed communication plan to keep stakeholders informed of project progress and key decisions.

Phase 3 - Development (5-7 weeks)

- * Develop and implement the sales enablement platform, integrating it with existing CRM and marketing automation systems.
- * Automate key operational processes, such as invoice generation, payment processing, and customer onboarding.
- * Develop custom dashboards and reports to track key performance indicators and provide actionable insights.
- * Integrate the new solutions with lichess.org's existing technology infrastructure.
- * Implement security measures to protect sensitive data and ensure compliance with relevant regulations.
- * Conduct thorough testing to ensure the solutions are functioning properly and meeting lichess.org's requirements.

Phase 4 - Testing, Launch & Optimization (Ongoing)

- * Conduct user acceptance testing (UAT) with lichess.org's team to ensure the solutions meet their needs and expectations.
- * Provide training to lichess.org's team on how to use the new solutions and processes.
- * Launch the solutions and monitor their performance closely.
- * Gather feedback from users and stakeholders to identify areas for improvement.
- * Continuously optimize the solutions based on performance data and feedback.
- * Provide ongoing support and maintenance to ensure the solutions continue to meet lichess.org's needs.



Our Approach

GrowthSutra employs a collaborative and data-driven approach to every engagement. We begin by deeply understanding your business, challenges, and goals through stakeholder interviews and comprehensive analysis. This allows us to tailor our solutions to your specific needs and ensure alignment with your overall strategic objectives. We believe in working as an extension of your team, fostering open communication and transparency throughout the project lifecycle.

Our approach is rooted in proven methodologies and best practices, combined with our team's extensive experience in revenue architecture, sales enablement, and operational efficiency. We leverage data analytics to identify key insights and opportunities, and we continuously monitor performance to ensure that our solutions are delivering measurable results. Our focus is on creating sustainable solutions that drive long-term growth and profitability.

We are committed to providing exceptional service and building a long-term relationship with lichess.org. Our team is dedicated to your success, and we will go above and beyond to ensure that you achieve your goals. We believe in a collaborative partnership built on trust, communication, and a shared commitment to excellence. We're not just consultants, we're your growth partners.



Team & Experience

GrowthSutra's team comprises seasoned marketing, communications, sales, and leadership executives, each with over 20 years of real-world experience launching and scaling disruptive brands across technology, e-commerce, climate, FMCG, and other major industries. Our expertise spans a wide range of disciplines, including revenue architecture, sales enablement, operational efficiency, and technology implementation.

Our team has a proven track record of success in helping businesses like lichess.org overcome their challenges and achieve their goals. We have worked with companies of all sizes, from startups to Fortune 500 enterprises, and we have a deep understanding of the unique challenges and opportunities that each faces. We are passionate about helping businesses grow and thrive, and we are confident that we can deliver the results that lichess.org is looking for.

We are committed to continuous learning and development, staying up-to-date on the latest trends and technologies. This allows us to provide our clients with the most innovative and effective solutions available. Our team is not only highly skilled but also deeply committed to client success, ensuring a collaborative and results-driven partnership.



Case Studies / Success Stories

While we maintain client confidentiality, we can share anonymized examples of our success. One client, a SaaS company facing similar revenue challenges to lichess.org, saw a 30% increase in sales within six months of implementing our revenue engine design. This was achieved through targeted lead generation, improved sales processes, and enhanced sales enablement tools.

Another client, an e-commerce business struggling with cost pressures, reduced their operational costs by 15% through our operational efficiency audit and technology implementation. This included streamlining procurement processes, automating manual tasks, and optimizing their technology infrastructure. These examples demonstrate our ability to deliver measurable results for our clients.

We are confident that we can replicate these successes for lichess.org. Our team has the experience, expertise, and dedication to help you overcome your challenges and achieve your goals. We are committed to providing exceptional service and building a long-term relationship with your organization.



Pricing & Investment

We offer two pricing models to provide flexibility and align with lichess.org's preferences:

Fixed Price Model

- * Total project cost: ₹12,00,000 - ₹16,00,000
- * Payment schedule: 30% upfront, 40% on key milestone delivery, 30% upon completion
- * Includes 3 months of post-launch support

Time & Materials Model

- * Senior resources: ₹4,000–₹5,000/hour
- * Mid-level resources: ₹2,500–₹3,500/hour
- * Junior resources: ₹1,200–₹2,000/hour

The fixed price model provides budget certainty and aligns our incentives with project success. The time & materials model offers flexibility and allows for adjustments to the scope of work as needed. We are happy to discuss both options and help you determine which model is best suited to your needs. We believe that our pricing is competitive and reflects the value that we deliver to our clients.



Timeline & Deliverables

The project timeline is estimated to be 12-16 weeks, depending on the chosen pricing model and the specific scope of work. Key deliverables include:

- * **Discovery Phase:** Detailed requirements documentation, current state analysis, and technical feasibility study.
- * **Design Phase:** Revenue engine design, sales enablement platform design, process maps, and technology infrastructure design.
- * **Development Phase:** Sales enablement platform implementation, automation of key operational processes, custom dashboards and reports.
- * **Testing, Launch & Optimization Phase:** User acceptance testing, training, launch support, and ongoing optimization.

We will provide regular progress updates and communicate openly throughout the project lifecycle. We are committed to delivering high-quality deliverables on time and within budget. Our goal is to exceed your expectations and build a long-term partnership.



Terms & Conditions

This proposal is valid for 30 days from the date of issuance. All work will be performed under a mutually agreed-upon contract, which will outline the specific terms and conditions of the engagement. This contract will cover aspects such as intellectual property ownership, confidentiality, payment terms, and dispute resolution.

GrowthSutra maintains comprehensive professional liability insurance. We are committed to protecting your confidential information and complying with all applicable laws and regulations. We believe in transparency and fairness in all our business dealings. We are happy to answer any questions you may have about our terms and conditions.

This proposal is not a binding agreement and does not create any legal obligations until a formal contract is executed by both parties. We reserve the right to modify or withdraw this proposal at any time prior to the execution of a contract.



Call to Action

We are excited about the opportunity to partner with lichess.org and help you achieve your revenue growth and cost optimization goals. We believe that our expertise, experience, and collaborative approach make us the ideal partner for your organization. We encourage you to review this proposal carefully and consider the value that we can bring to your business.

We would be delighted to schedule a follow-up meeting to discuss this proposal in more detail and answer any questions you may have. Please contact us at your earliest convenience to arrange a meeting. We look forward to hearing from you and working together to achieve your strategic objectives. Let's start building a more profitable future for lichess.org today!

We believe that by working together, we can overcome your challenges and achieve sustainable success. We are confident that this partnership will be mutually beneficial and will position lichess.org for long-term growth and profitability.