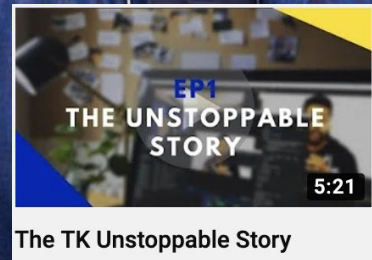


# **The Unstoppable 5-Point SaaS Growth Strategy Guide**



# Hi. I'm TK.

- Co-founded and sold HipCal to Plaxo
- Worked at Bridgewater Associates (one of the best hedge funds)
- Founded ToutApp, backed by a16z (one of the best vc firms)
- Sold ToutApp to Marketo, backed by Vista (one of the best pe firms)
- Helped sell Marketo to Adobe as SVP Strategy (for \$4.75bn)
- On a mission to help SaaS Founders become unstoppable



# My Principles Come from 15 Years of Experience as a Founder, Venture Backed CEO, and Senior Executive across multiple SaaS businesses.

## Plaxo Acquires Calendar Startup HipCal

Michael Arrington @arrington7lang=en / 7:00 a

This news was embargoed until today. [Recently reform](#) up the facts anyway. [HipCal](#) of online calendaring startup HipCal while attending Rensselaer Polytech

TECH • TERM SHEET

## Marketo Is Acquiring ToutApp

BY ERIN GRIFFITH

April 19, 2017 4:59 PM EST

## THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine

## ToutApp Raises \$15 Million to Become Operating System for Sales

By Deborah Gage

Mar 3, 2015 7:30 am ET

In January 2014, [ToutApp Inc.](#) Chief Executive Tawheed Kader faced a tough decision for his software startup, which at the time had seven employees: accept an offer worth millions of dollars from a large marketing-automation company and get acquired, or continue to go

## ToutApp Raises \$15M To Build Email Tools For Salespeople

Anthony Ha @anthonyha / 4:31 am PT

ENTERPRISE

## Adobe confirms it's buying Marketo for \$4.75 billion

PUBLISHED THU, SEP 20 2018 4:07 PM EDT | UPDATED THU, SEP 20 2018 7:11 PM EDT

ANDREESSEN HOROWITZ

Toutapp: Software for Closers

by Scott Weiss

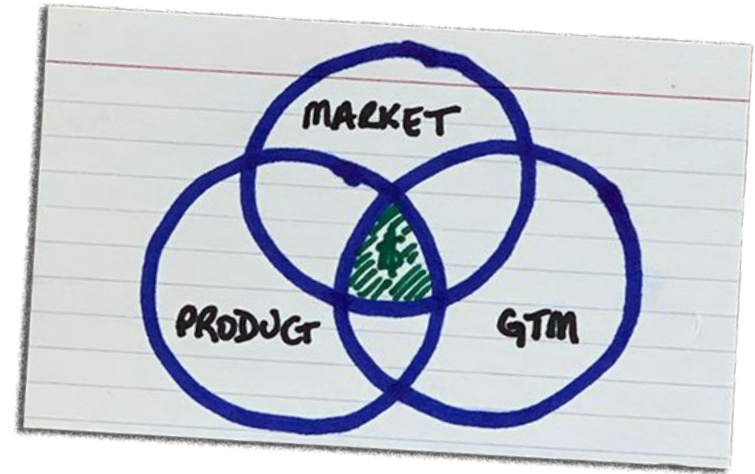
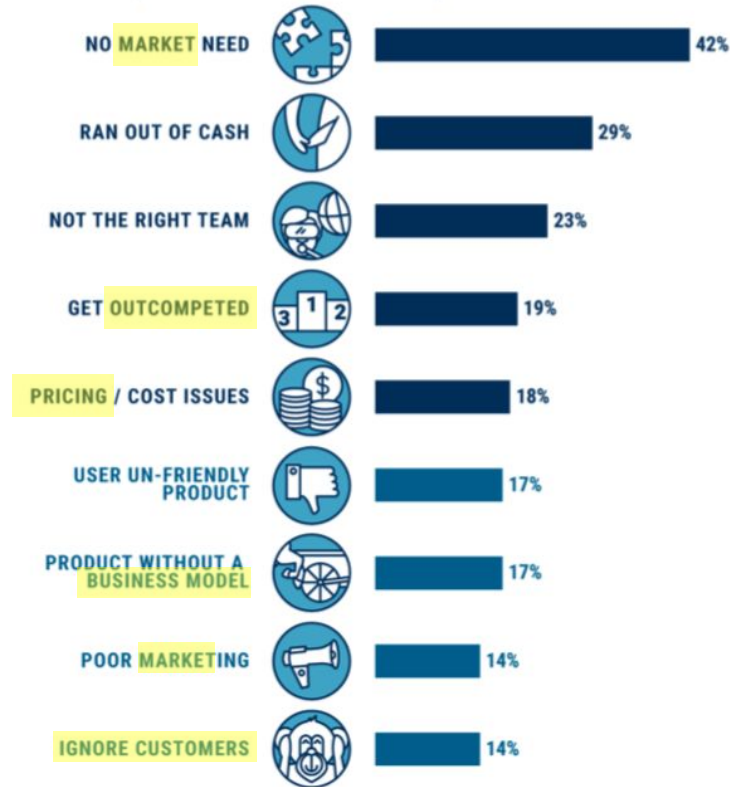
instoppable.com Twitter: @tav

TK

# Only **4%** of Startups Graduate From The Seed Stage

An estimated 92% of SaaS companies fail within three years despite growth and funding.

# Why Do Startups Fail?



Source: CBInsights / 101 Startup Postmortems

# Where Do Us Founders Go Wrong?

- ✓ Cool name
- ✓ Logo
- ✓ Slick website
- ✓ Blog
- ✓ Social profiles
- ✓ ADs
- ✓ MVP or Full Product
- ✓ SEO
- ✓ Press Release
- ✓ Raise \$3m

We can do ALL of these things...

...and ***still*** end up with not enough traction, no clear product market fit, no insights, and in the dead zone!

# Why?

The people you're talking to don't care.

## *But why?*

You're not differentiated

It's not easy enough

They don't understand what you do

You're positioning it the wrong way

They don't trust you (who the F are you again?)

It's just not important enough

OR... You're just talking to the wrong people

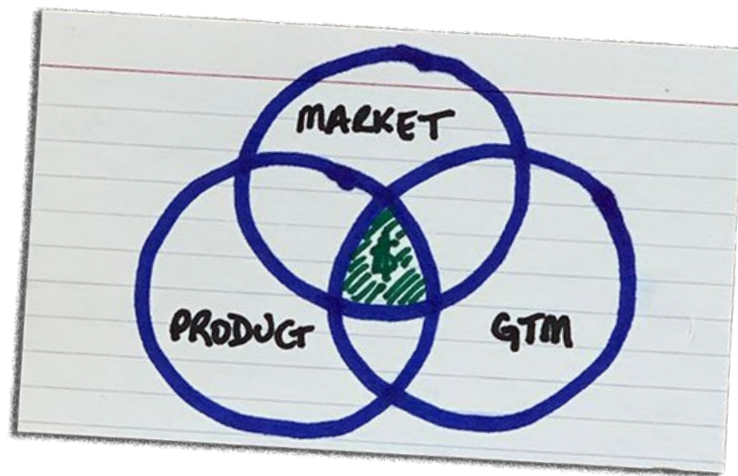
**Even when you have a  
GREAT product...**

**This tends to happen when  
you don't have a clear  
Market & Go-To-Market  
strategy.**

# I Made the Same Mistakes

In my own personal journey as a Startup Founder, and especially as a technical Founder, I made the same mistakes:

- I over-indexed on Product and kept thinking I was that “one feature away” from PMF
- I failed to embrace Sales and Marketing and thought if the product was good enough, then the market will speak for itself
- I “interviewed” users, but didn’t know if they would actually buy if we did what they asked.





Here's the secret I discovered to beat that 96% failure trend...

# Winning SaaS Businesses Need A Clear & Articulated Growth Strategy Across 3 Key Pillars: **Market, Product & Go-To-Market.**



# Great SaaS Businesses Are Built On:

## ① MARKET STRATEGY

- ICP
- MACRO TREND / BIG CHANGE
- PROBLEM → SOLUTION

## ② PRODUCT STRATEGY



## ③ GTM STRATEGY

YOUR ONE  
UNSTOPPABLE FUNNEL!

# Do You Need a Written Out Strategy?

## BEFORE

"I just need to do everything I can in all possible ways as hard as I can so that I can grow my top-line and if I do that then... *everything* will just fall into place."

pro-tip: everything won't fall into place



## AFTER

"There are 3 major components to the success of my startup -- I have a written thesis on what we need to do for each and we will keep iterating on it until we get to the promised land."

# 5 Key Components of Your Growth Strategy

1. **Market** Strategy
2. **Product** Strategy
3. **Go-To-Market** Strategy
4. **Funding** Strategy
5. **Exit** Strategy

3 Major Components.

Every great SaaS business is built on these 3 core strategic pillars.

2 Supporting Components.

These two components *support* and ensure the success of your business long term.

# 5 Key Components of Your Strategy

1. **Market** Strategy
2. **Product** Strategy
3. **Go-To-Market** Strategy
4. **Funding** Strategy
5. **Exit** Strategy

1. **What is your Ideal Customer Profile?** When you're starting out, the riches are in the niches. So be specific. (Watch [my episode on How to Create an ICP](#))
2. **Are you going after a sufficiently sized total addressable market?** Great markets can make even mediocre teams succeed. (Watch [my episode on calculating your TAM](#))
3. **Are you honing in on the right segment of the market that your product and your business is best equipped to serve?** ([Watch my episode on the power of Market Segmentation](#))

# 5 Key Components of Your Strategy

1. **Market** Strategy

2. **Product** Strategy

3. **Go-To-Market** Strategy

4. **Funding** Strategy

5. **Exit** Strategy

1. **What is the core problem your product solves?** Is it a vitamin or a pain killer? (Watch [my episode on defining your core product value proposition](#))

2. **Does it have a single player mode?** Can a single customer get into the product and get immediate value without dependencies? ([watch my episode on what makes a great product loop](#))

3. **What is the core atomic unit for your product?** ([watch my episode on core SaaS metrics](#))

# 5 Key Components of Your Strategy

1. **Market** Strategy

2. **Product** Strategy

3. **Go-To-Market** Strategy

4. **Funding** Strategy

5. **Exit** Strategy

1. [Watch my episode on the 6-Steps to Creating a SaaS Go-To-Market Plan](#)
2. **Are you marketing driven or sales driven?** ([watch my episode on the TWO types of SaaS growth engines](#))
3. **What is your pricing strategy?** Are you the low cost player? The boutique player? ([watch my episode on SaaS Pricing Strategies](#))
4. **What is your most important growth engine?** Keep it simple and focus, focus, focus on the one that MOVES. ([watch my episode on the Unstoppable Sales Funnel](#))



# 5 Key Components of Your Strategy

1. **Market** Strategy
2. **Product** Strategy
3. **Go-To-Market** Strategy
4. **Funding** Strategy
5. **Exit** Strategy

1. [12-Slide SaaS Pitch Deck Training](#)
2. What goes through an investor's mind when pitching? ([watch my Pitch Meeting Teardown](#))
3. Have you pitched strategic angel investors? ([watch my episode on strategic angels](#))
4. [Watch my episode on Series A Readiness & Your Series A Pitch Deck](#)
5. 50% of the Founders I work with are Bootstrapped, they focus on: [13-Week Cash Flow Management Template](#)

# 5 Key Components of Your Strategy

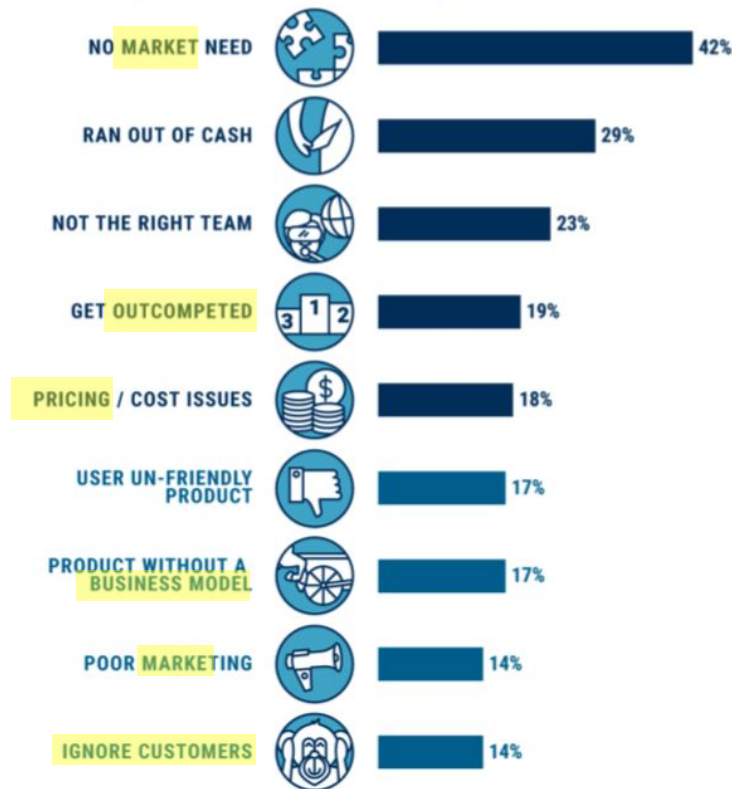
1. **Market** Strategy
2. **Product** Strategy
3. **Go-To-Market** Strategy
4. **Funding** Strategy
5. **Exit** Strategy

1. **What is your exit strategy?**  
Profitability? M&A? IPO?
2. **Who are the key players in your space serving the same ICP?** Spread them into Tier 1 (F500), 2 (Growth-stage), and 3 (Early Stage)
3. **What is the strategy of the players in your space?** Are they acquiring? Announcing new products?
4. [Watch my episode on building an Exit strategy here](#)

# Top Reasons Startups Fail

Most of us SaaS Founders tend to over-index on **Product** ---- and don't spend enough time **building out a scalable & predictable Go-To-Market machine.**

(I had the same biases and learned to overcome them so that I could grow my businesses)



# Want to Build a Scalable GTM Machine?

Inside my **SaaS Go-To-Market Coaching Program**, I help Founders like you build a scalable & predictable GTM machine by following a proven process so that you can accelerate your path to \$3M+ ARR and the next stage of growth – *whether it is the next round of funding or profitability as a bootstrapped company.*

>>> [Click here to learn more](#)

In This Program: I Break Down Building And Executing On Your **Unstoppable Sales Funnel** Into 3 Easy To Follow Steps That You Can Deploy Within Weeks Of Joining The Program

I'll then coach you to iterate and improve on your GTM machine over the next 12 Months.

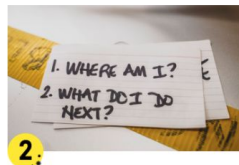


## 1. Clarify Your Ideal Customer

The Riches Are in the Niches.

Amazon started by selling books online. Now they sell everything to everyone, everywhere.

We will start by defining your Ideal Customer Profile and more importantly hone in on the subset of the market that is most likely to purchase your SaaS solution now so you can focus on the right market segment.

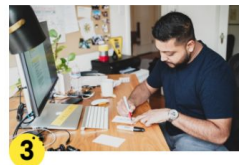


## 2. Clarify Your Value Proposition

Lead A Movement With Your Manifesto.

Great software companies sell by teaching, leading movements and building authority with their target buyers.

We'll craft your value proposition and a strategic narrative so you can explain why you do what you do and the transformative way your product solves customer problems.



## 3. Build & Run Your Sales Funnel

Ship Code. Close Deals.

Buyers only trust you when you are entering a conversation already happening in their head.

Armed with your ICP and your Manifesto/Narrative, we'll guide you to run your sales funnel and Broadway show to attract buyers so you can ship code, close deals, and accelerate your growth.

# Thank You

Thank you for checking out my Unstoppable SaaS Growth Strategy Guide. All the concepts and principles presented here are from 15+ years of building, scaling, and exiting SaaS businesses.

I created this because I wish something like this existed when I was scaling my own SaaS businesses -- so I hope you found value in it!

**If you're building your SaaS business, and have some revenues, but still need a scalable and predictable way to grow -- I invite you to schedule a 1on1 SaaS Growth Strategy call with me and see if I can help you grow faster through my coaching program.**

[Click here to learn more](#)

