



Case Study: Industrial Automation – GTM + Funnel That Closed Deals Without a Sales Force

Engagement Type

90-Day Signal Design, GTM Strategy, Funnel Architecture & Advisory Support

 Sector: Industrial Automation |  Region: Southeast Asia

The Challenge

A founder-led startup had developed a plug-and-play machine monitoring platform to help mid-sized factories reduce unplanned downtime and improve predictive maintenance.

They had:

- A working product, but no clear narrative or go-to-market strategy
- No sales or marketing team
- A founder ready to lead outreach — but needing structure, tools, and deal clarity

What We Did

Instaura was engaged for a 90-day GTM Sprint to deliver complete GTM architecture, design a conversion funnel, and offer Clarity Call-based advisory support during early execution.

Scope of work included:

-  Signal Stack Design — Created the strategic narrative for COOs, plant heads, and OEM buyers
-  Founder-Centric GTM Blueprint — Defined the outreach playbook, pricing logic, and conversion sequences
-  Funnel Design — Built a streamlined lead capture and conversion flow optimized for low-volume, high-quality outreach
-  Automation Layer — Integrated email and CRM automation to save founder time and improve deal progression
-  Monthly Clarity Calls (90 Days) — 3 deep-dive sessions to review execution, refine pitch, and troubleshoot objections



Outcome

⌚ Within 60 Days:

- Closed 2 commercial contracts in the Philippines and Thailand
- Revenue from these initial deals: \$290K

Post-Sprint Impact:

- 7 new conversations initiated using the same GTM + funnel system
- 3 prospects progressed into live demo stage
- Company now runs with a lean sales team, executing the exact architecture delivered during the 90-day sprint

Why It Matters

You don't need a massive sales force.

You need clarity, structure, and a signal-first system that matches how real buyers make decisions.

This case shows how a 90-day strategic engagement — focused on GTM design and execution support — can give founders a long-term competitive edge, without locking into expensive retainers or team builds.