Problem Statement 1: Solving the Growth Equation

THE COMPANY NovaTech Solutions - B2B cybersecurity software company, 3 years old, $15M funded, $12M annual revenue, 420 customers

THE CRISIS Growth has stalled and is getting worse:

- Customer acquisition cost **doubled** from $8,200 to $16,400 in 18 months
- Sales team **missing quota by 40%** every quarter
- Marketing generates 800 leads/month but only **2.3% convert** to customers (18 sales)
- Sales cycle **lengthened** from 45 days to 89 days
- **60% of revenue** depends on just 40 customers—3 major contracts ($1.8M) expire next quarter
- Lost 7 major deals to competitors last quarter

THE ULTIMATUM Board demands a credible path to **$100M revenue in 18 months** or they replace the CEO.

YOUR MISSION Fix the broken growth engine using data, not guesswork.

DATASETS YOU'LL ANALYZE

- **Sales pipeline:** 15,000 prospect records—company profiles, deal history, win/loss outcomes, pricing, sales rep performance
- **Marketing performance:** 50,000 leads across all channels—spend, conversions, attribution, website behavior, email engagement
- **Prospect engagement:** Demo attendance, free trial usage, sales call insights, proposal interactions
- **Customer patterns:** 420 existing customers—acquisition source, revenue, expansion history, satisfaction

WHAT YOU'LL DELIVER

1. **Diagnostic Report:** Who should you sell to? Where is the funnel breaking? Which marketing channels work? Predictive models scoring prospects.
2. **Growth Playbook:** Ideal customer profiles, redesigned sales process, reallocated marketing budget, new campaign strategies, A/B testing roadmap.
3. **Financial Model:** Month-by-month path from $12M to $100M, customer acquisition targets, cost projections, three scenarios (conservative/base/aggressive).
4. **Executive Presentation:** The problem, your solution, expected outcomes, 18-month roadmap, investment requirements, risks and mitigations.

SUCCESS METRICS Cut customer acquisition cost 25-40% • Improve conversion rates 2-3x • Reduce sales cycle to <60 days • Create predictable $100M path