

90 Day Action plan

Me to Boney & nisha.george. Bcc: 441974453@bcc.ap1.hubspot.com

31 JUL

Hi Boney and Nisha,

Thank you both for a productive and decisive workshop.

Here is a summary of the key decisions and the immediate action plan to drive our momentum.

Key Decisions & Strategic Focus

- Our Beachhead Strategy:** We are pivoting from a generic "all-in-one" message to a focused, hybrid strategy. For the next 90 days, our core mission is to be the best solution for "**Budget, hours, and cost management for project-based work**," uniquely serving contractors who manage a blended workforce of both internal employees and external subcontractors
- Financial Plan:** With a 5-6 month runway, our priority is **traction over fundraising**. We will pause formal investor outreach to focus 100% of our efforts on validating this new strategy and securing our first paying customers.
- GTM Execution (Pick → Prove → Build):** Our validation plan is centered on a disciplined, founder-involved consultative sales motion. We will build a "Target 150" list of best-fit companies and engage them with a structured, personalized, multi-step outreach plan.
- Target Market:** Our initial focus will be on **electrical contractors in Australia**, prioritizing companies with **11-50 employees**.
- Marketing's Mandate:** Marketing's sole focus for this sprint is enabling the sales process and building foundational assets for our chosen ICP. All broad-reach ads and non-essential content are paused to conserve capital.

There is a draft of a 90-day action plan, but I think we will need to flesh this out a little bit more in detail and work on the timelines.

Foundation & Focus (Next 1-2 weeks)

| Action Item | Key Owners | Key Deliverable / Metric |
|---|---------------|---|
| 1. Halt Ineffective GTM Activities | Boney | Confirmation that paid ad spend is at \$0 and Kavita's role is pivoted from cold calling to research assistance. |
| 2. Full Team Strategic Alignment | Boney, Sachee | A mandatory meeting with Sales & Marketing to present the new ICP strategy and 90-day plan. |
| 3. Develop Positioning Document v1.0 | Sachee | A document defining the ICP, their pains, our value prop, and competitive differentiation against Fergus/Deputy to be the foundation of all marketing activities. |
| 4. Build the Target Account List (TAL) | ALL HANDS | A curated list of 150 best-fit electrical contractors (11-50 employees) uploaded and enriched in HubSpot. |
| 5. Refine Product Roadmap | Boney | A revised roadmap that freezes non-essential development and prioritizes key requirements for the |

| Action Item | Key Owners | Key Deliverable / Metric |
|-------------|------------|---------------------------|
| | | "Overtime & Overrun" ICP. |

B. Build & start execution (Weeks 2-4)

| Action Item | Key Owners | Key Deliverable / Metric |
|--|--|--|
| 1. SPICED Sales Methodology Training | Sachee | A 90-minute workshop training Boney and Sandy on a consultative, problem-based sales framework. |
| 2. Rewrite Core GTM Assets | Jayadev, Sandy (Execution), Sachee (Framework) | v1.0 of the new sales script, email templates, and a dedicated website page for the "Overtime Killer" value prop. |
| 3. Discovery-Led Validation Calls | Boney | Boney personally runs the new script against the top 20 accounts to gather unfiltered feedback and validate the messaging. |
| 4. Launch Structured Outbound Cadence | Sandy | Execution of the multi-touch outbound sequence in HubSpot. |
| 5. Execute Problem-First Demos | Boney, Sandy | All demos shift from a "feature dump" to a problem-centric flow. Marketing to sit in on all calls. |

C. Scale Momentum & Prepare for Funding (Weeks 9–12)

| Action Item | Key Owners | Key Deliverable / Metric |
|--|----------------|--|
| 1. Drive to "First 5" Customer Goal | Sandy, Boney | Convert pilots and new leads to secure 5 paying customers, establishing our initial MRR. |
| 2. Finalise Sales Playbook v1.0 | Sachee, Sandy | A documented playbook codifying the validated ICP, scripts, objection handling, demo flow, and trial process. |
| 3. Document ROI & Case Studies | Marketing Team | Produce the first case study based on our pilot customers' success, focused on quantifiable ROI (e.g., hours saved, overtime reduced). |
| 4. Prepare Fundraising Narrative | Boney, Sachee | Draft a "traction story" based on the 90-day sprint results, ready for initial angel investor conversations. |

My Deliverables

To support this plan, I will be directly responsible for delivering:

1. The 90-Day Action Plan and strategic oversight.

2. Sales Cadence & Email Templates for the multi-touch outbound sequence.
3. The SPICED Sales Methodology Training Workshop.
4. The Positioning & Messaging Document to align all GTM activities.

Delegated Team Responsibilities

- Marketing (Jayadev): will be critical in implementing the new positioning across all assets, creating educational content tailored to our ICP's pain points, and shadowing sales calls to deepen customer understanding.
- Sales (Sandy): To own the execution of the outbound campaigns, run the sales process for new leads, and collaborate on building out the sales playbook. Supported by Kavita where necessary for follow ups and admin type work.
- Research (Nisha & Kavita): Support the sales motion by conducting in-depth research on the Target Account List to enable deep personalisation.

Implementation & Accountability

To keep us on track, we will institute a **Weekly Sprint Review** meeting to review pipeline, deal status, and content results, and to unblock any issues as a team.

I am confident this focused approach will build the foundation we need. Let's get started.

Many thanks,
