



U.S. Go To Market (GTM) Blueprint and Analysis

REVENUE™
ACCELERATORS

REVENUE KPI - OBJECTIVES

	Deals	Revenue
By end of June 2022	2 Tier 2 2 Tier 3	\$350K
By end of Dec 2022	3 Tier 2 5 Tier 3	\$525K

3 PROBLEMS SOLVED

CLIENT takes away all the friction and frustration between clients and businesses engage to complete time sensitive, highly confidential workflow as insurance, mortgages applications, legal matters, for difficult to engage Millennials and 80% faster new employee onboarding.

5 VALUE PROPOSITIONS

- 3-year Real ROI - 710%.
- Accelerated revenues via new mover CX. .
- Bank level, no risk scalable doc exchange.
- 10X Faster customer Mortgage processing.
- 3X Simpler Millennial Digital Financing CX.

SOLUTIONS BENEFITS

1. Reduce mortgage processing by 80%.
2. Digitized info exchange environment (SOC2, WORMS compliant, CDR) accredited).
3. Integrations (i.e. DocuSign, Sales Force).
4. Mobile app - access & compliancy.
5. Dynamic dashboard status / tracking / audit.
6. Full whitelabel production.,
7. Redaction services auto blocks PII.

MARKET SEGMENTATION STANK RANKED

1. Mortgages,
2. Insurance,
3. Banking and finance,
4. Legal
5. Consulting
6. Human capital
7. Medical
8. Education

CHANNEL STRATEGY

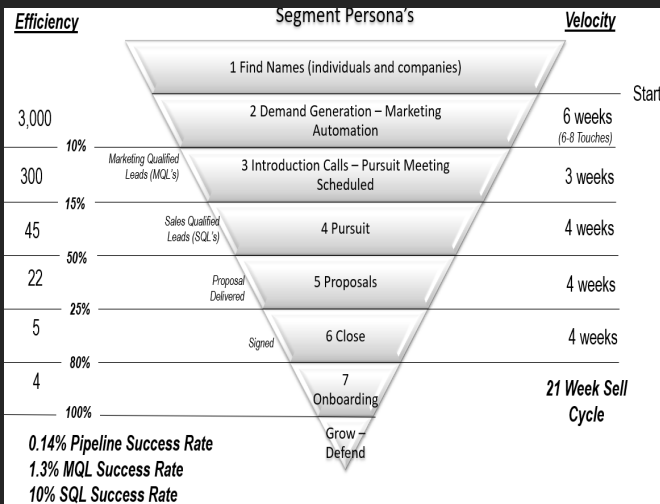
- Value Engineering Demand Gen 4.0
- White label (FinTech partners)
- Referrals (Financial Services).
- Global VC community.

COMPETITIVE VALUE DIFFERENTIATION

1. Reduced Time Loan Settlement by 60%
2. AI-File Sharing boosts Operating Margin \$1-2M.
3. SOC2 Data Security reduces 25% of breaches.
4. AI Doc Mang. delivers \$500K in Compliance
5. Millennial Financing Experience boosts LTV 1.5X.

MARKET TACTICS

Barrier	Tactics to Overcome
1) Internal Support Delay - pricing, marketing spend.	SE and AM Dedicated Support
2) US Credibility and Proof Sources	ABM & Hyper-Personalized Content
3) Value Business Case / enterprise proposal build	Value Narratives (multiple)
4) Proof of Value POVs - implementation / Mgmt.	POV Documentation
5) Warm lead vs cold calling ration.	Introductions and referrals
6) Sales reps focused on prospecting & not closing	SDR's upgrade to Executive prospecting
7) Demand Gen - Lead nurturing low performance	Business Outcomes selling content
8) Personal Brand - need All LinkedIn' updated	LinkedIn Profile Enrichment



Accelerates opening new markets and verticals

- Prioritizes the most profitable market segments
- Connects revenue KPI's to gaps with remediation
- Aligns the Value Propositions to the markets
- Competitive analysis and positioning

Market barriers and tactics

- Identifies the barriers with assigned tactics
- Spans Sales, Marketing and Demand Gen
- Isolates Operational issues that impede revenue

Funnel analysis

- Custom built per client's revenue needs

<https://www.revenueaccelerators.com/services/demand-gen-4-0/>

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