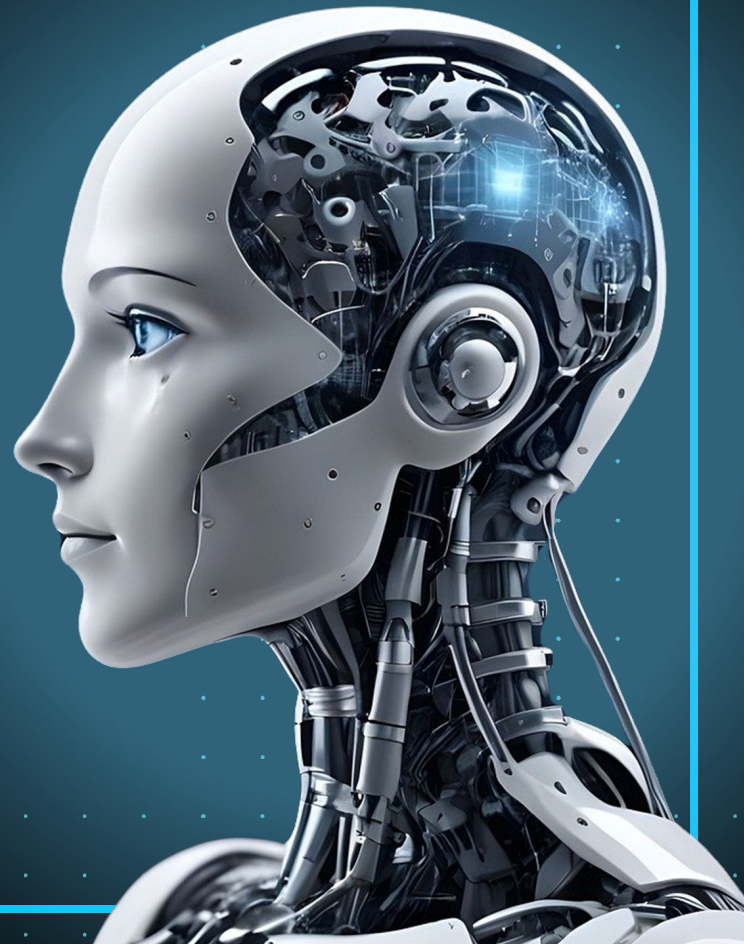


May 14th, 2025

ACCELERATING GROWTH IN THE AGE OF AI

Winning by Design | San Francisco | CA



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THE FUTURE OF REVENUE GROWTH



GROWTH VELOCITY

When velocity becomes the strategy, systems are the solution.



GROWTH LOOPS

The use of customers as your growth engine.



AI-LED GROWTH

The use of AI to scale what people can't.

SaaS at a Crossroads

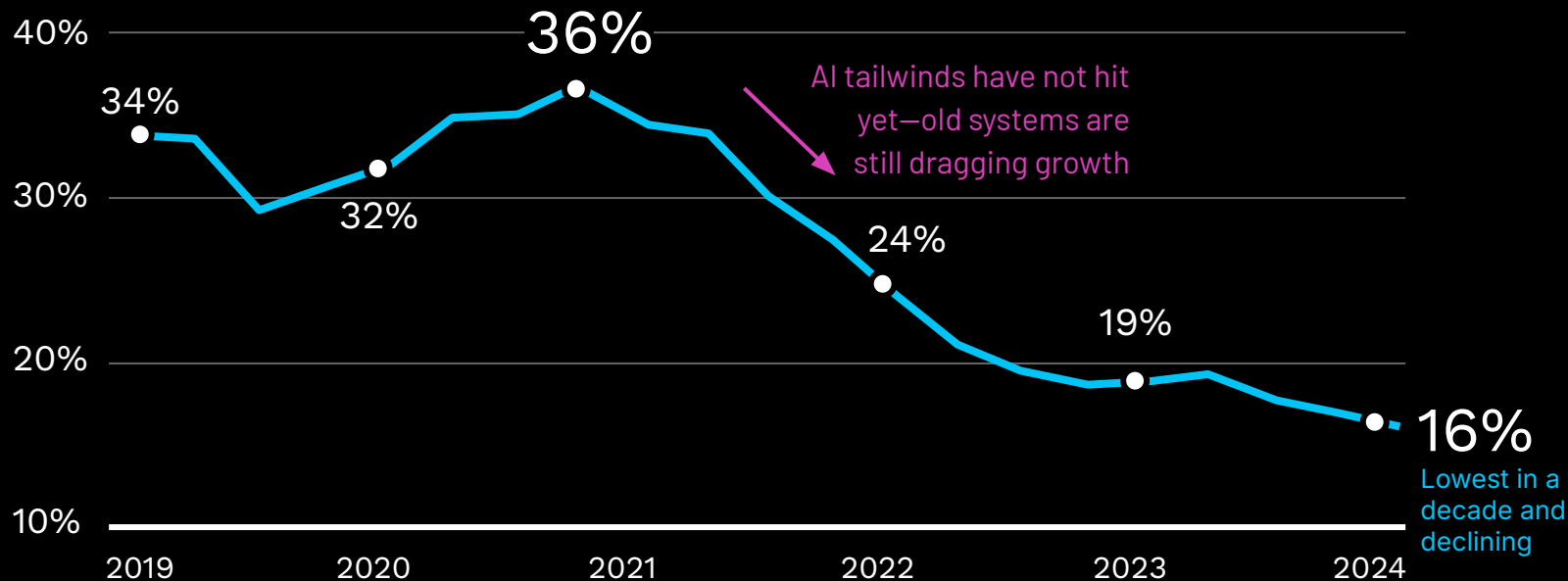
Challenges of growth & efficiency
and what you can do to adapt.



David Spitz
CEO, BenchSights

Growth Cut in Half: A Warning Shot for All ScaleUps

Based on data from 50+ public SaaS firms



Source: BenchSights N = 52 to 86, depending on year

Don't Let Outliers Distort Reality

Don't Benchmark Against Anomalies



2023:	\$1B	
2024:	\$4B	+300%
2025E:	\$12B	+300%



2023:	N/A	
2024:	\$100M	∞
2025:	-----	



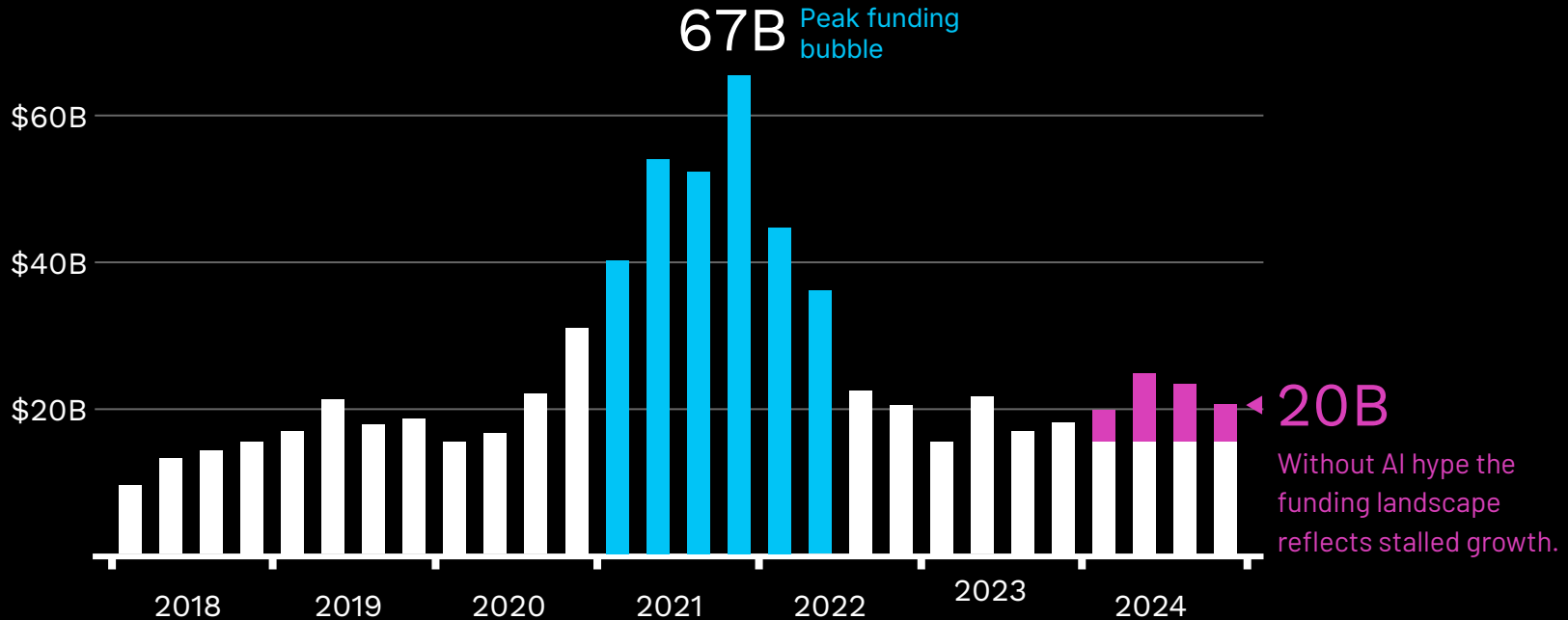
2022:	\$175M	
2024:	\$350M	+100%
2025E:	\$570M	+65%



2023:	\$1.7B	
2024:	\$2.6B	+57%
2025:	-----	

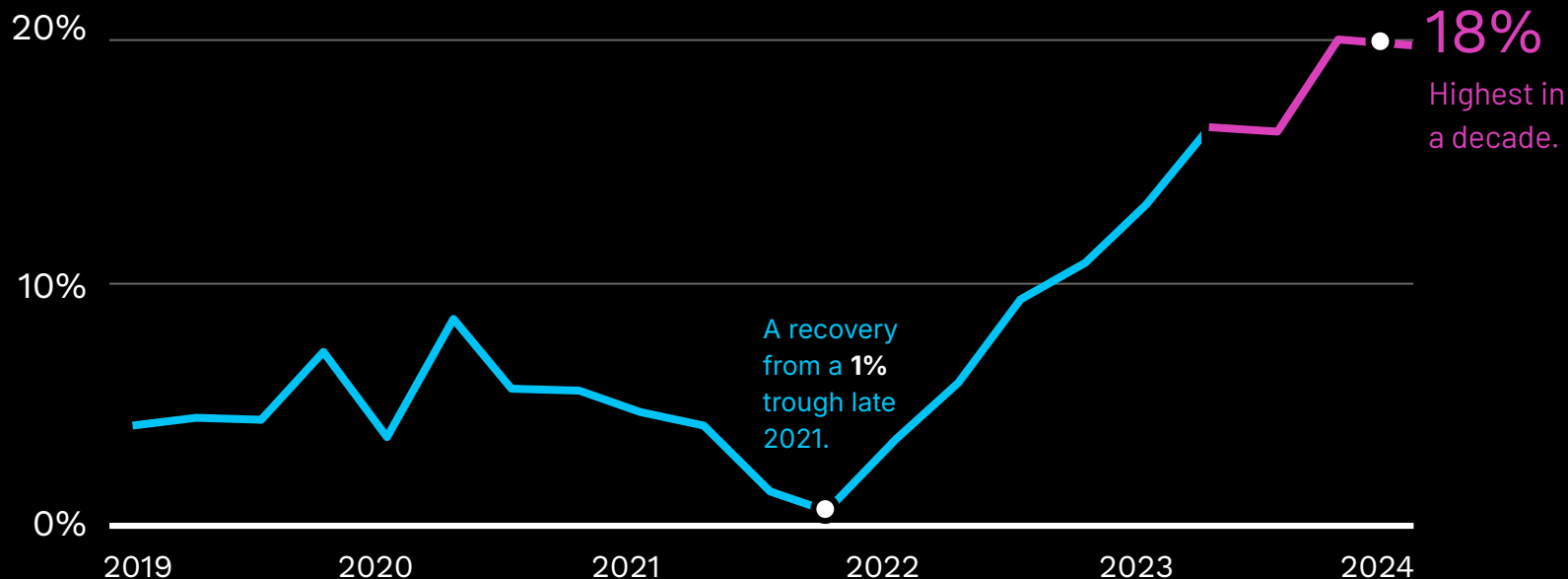
Capital Is Returned to Earth

Total Capital Raised by US Startup by Quarter



FCF is a Temporary Lifeline Not a Growth Engine

Median FCF Margins for Public SaaS Companies

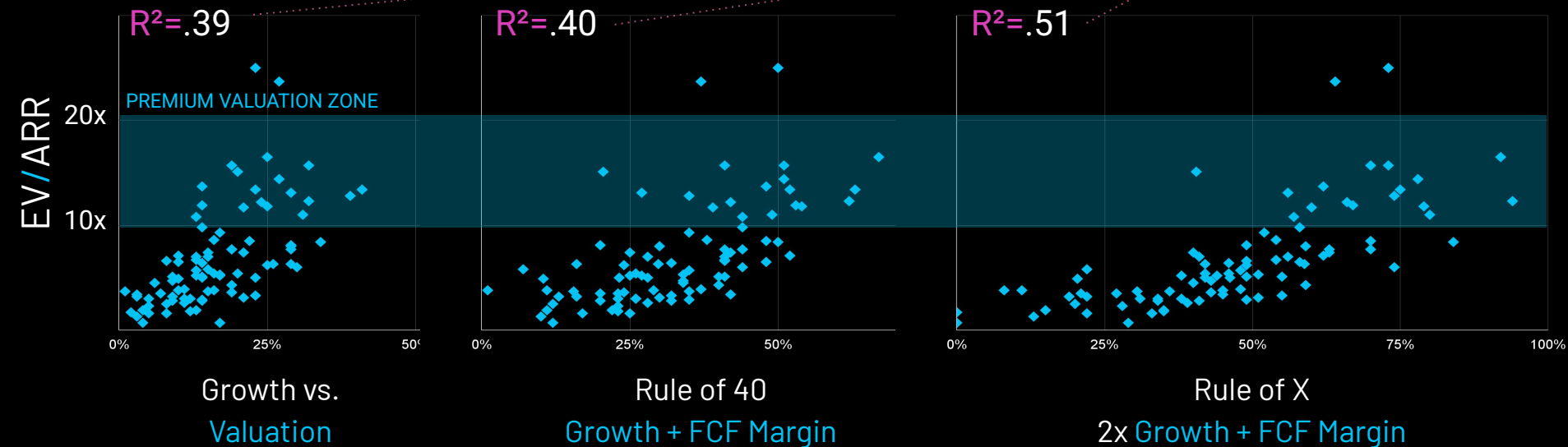


Source: BenchSights N = 52 to 86, depending on year

Growth is Much More Important for Valuation

"Rule of 40" adds **nothing** to the signal

Growth is doing all the work, you can't hack it, it is the metric that moves multiples.

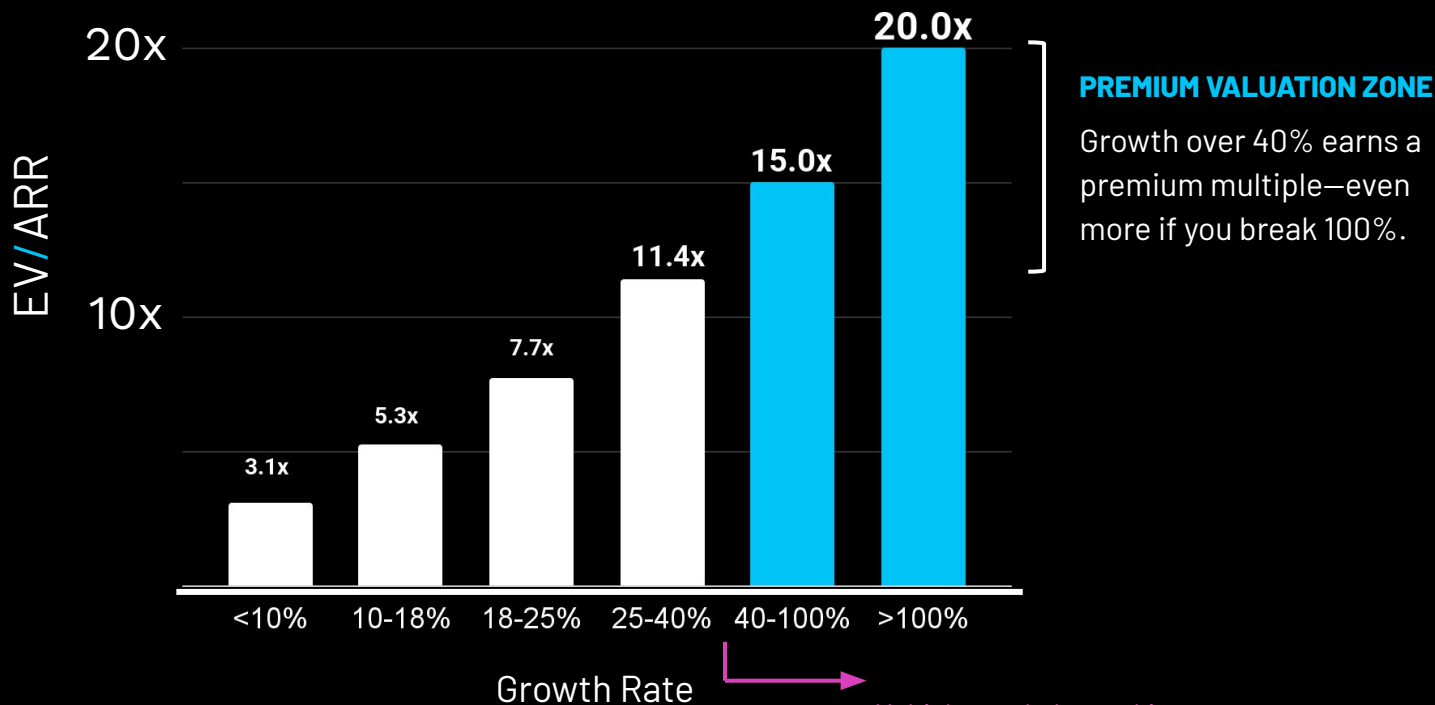


N=90. Based on prices as of 5/2/25. Source of Multiples and growth: Meritech.

"Rule of X" based on 2xGrowth+FCF Margin

Premium for Growth is as High as Ever

A step in Growth Rate = Disproportionately higher valuation multiple



White bars based on prices for public SaaS as of 5/2/25 (Source: Meritech, N=90).

Blue bars are educated guesses based on the private market

So What is Holding Growth Back?

Every problem can be traced back to Market, Product, and GTM

Market

- Saturated Segment
- Wrong ICP
- AI Disruption

Product

- Loss of PMF
- Competition
- AI Issues

Go To Market

- CAC > Value
- GTM Motion Broken
- Misaligned Teams

We are Spending More to Get Less Growth

But a closer look reveals that cost of Net New ARR has gone up

Cost of S&M as
a % of Revenue

40%

33%

Revenue S&M as %
of S&M Revenue
has dropped.

Cost per \$1 of
Net New ARR

\$1.24

\$1.98

The cost of net
new ARR has
steadily risen.

2021

2022

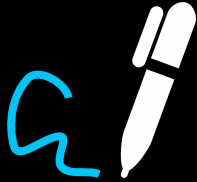
2023

2024

Net New ARR

Breaking it down into three key elements

ACQUISITION



EXPANSION



RETENTION



New Logo Sales

ARR Growth Rate
% \$ from New Logos

Upsell/Expansion

ARR Growth Rate
% \$ from Base
NRR

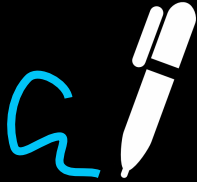
Churn

NRR
GRR

Net New ARR

Breaking it down into three key elements

ACQUISITION



EXPANSION



RETENTION



New CAC Ratio

S&M for new logos

New Logo ARR

Upsell CAC Ratio

S&M for Upsells

Upsell ARR

Retention Cost Ratio

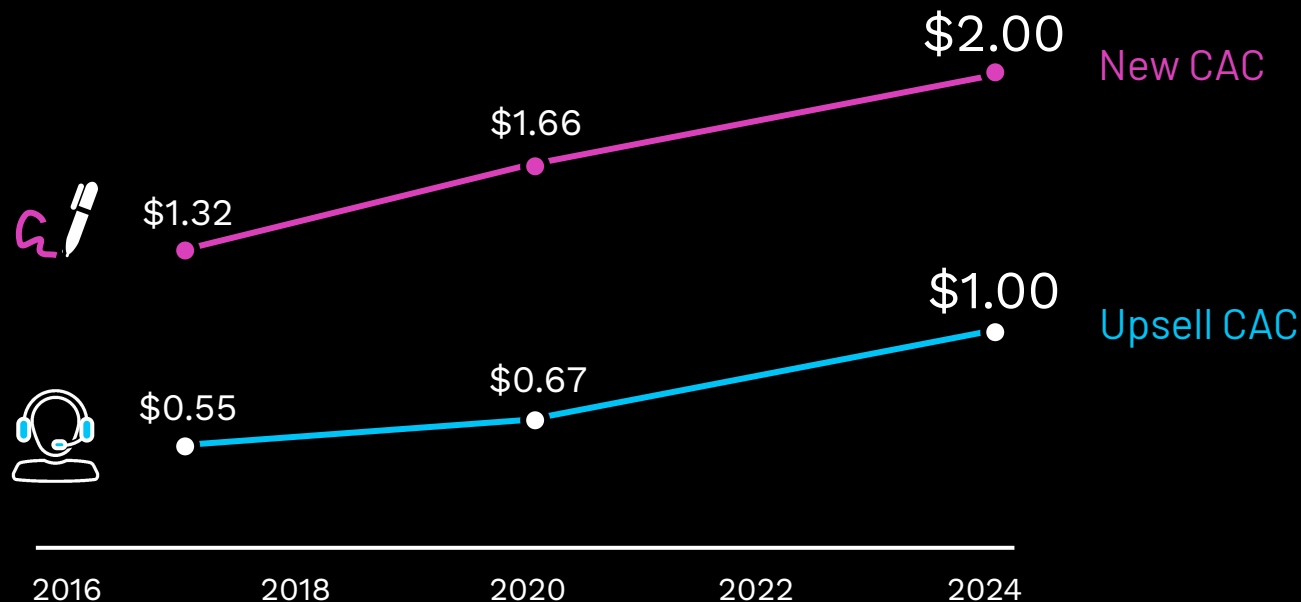
S&M for Retention*

Starting ARR

*) Customer Success is usually the bulk of this. Some of these costs may also be in COGS.

Comparing Yourself with the Benchmarks

What the components of Net New are costing

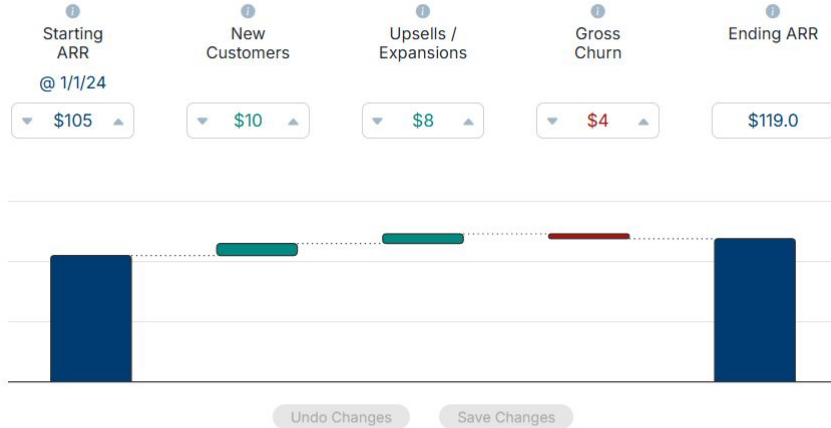


Source: 2024 (N=73) from Benchmarkit. 2020 (N=102) and 2017 (N=127) data from KBCM SaaS Surveys.

Understand Your Math

Example dashboard: What you should track

GROWTH AND RETENTION



Your SaaS Metrics

ARR Growth

13%

Bookings from New Customers

56%

NRR

104%

GRR

96%

GTM EFFICIENCY

Sales & Marketing Spend

ARR Gross Margin

\$25

Your SaaS Metrics

Total New ARR Cost Ratio

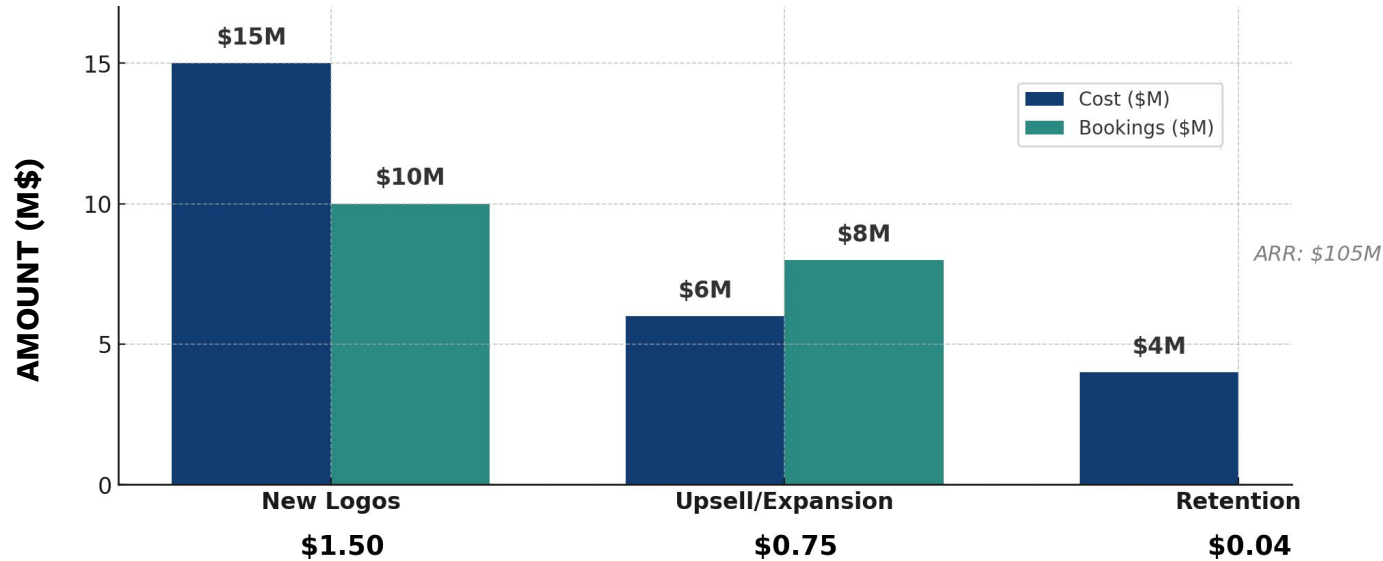
\$1.39

GTM Efficiency Ratio

\$1.79

Understand Your Math

Know your metrics: Example (continued)

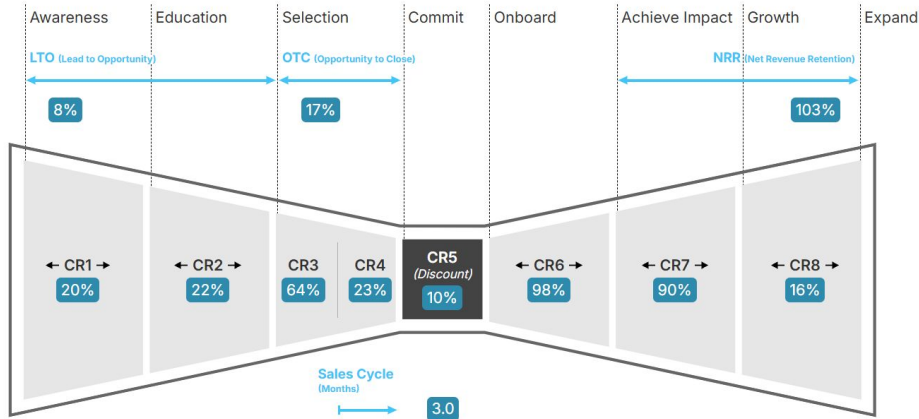


Understand Your Math

Across the entire Customer Journey

BOWTIE METRICS (N=593)

Click on any **metric** to drill down on the benchmark or label to see its definition



WIN RATE (CR4)

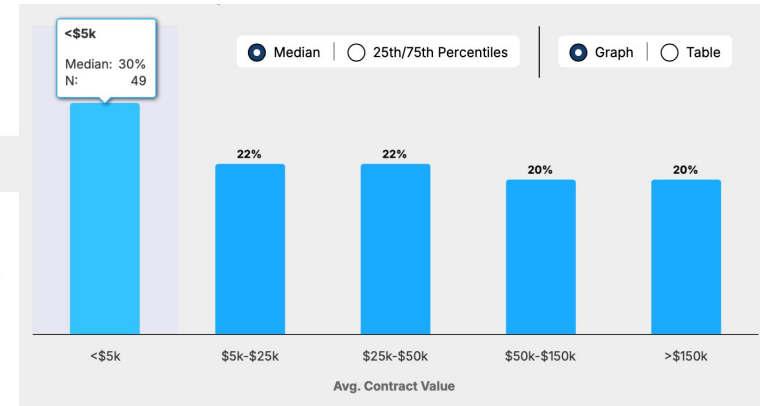
Summary

Histogram

vs. ACV

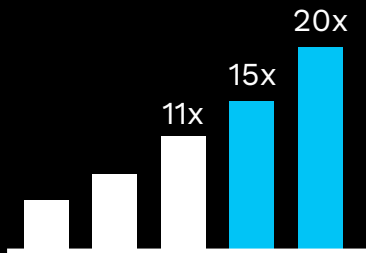
vs. ARR

vs. Category

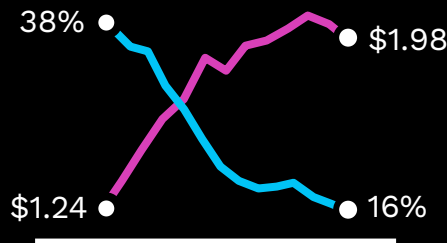


Conclusion

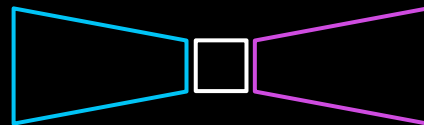
It's all about Growth. Fixing GTM is a priority.



1. Growth is more valuable than ever, but harder to generate.



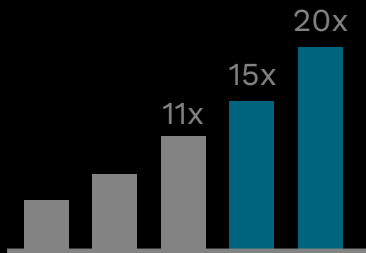
2. Classic GaaS playbooks are breaking under pressure.



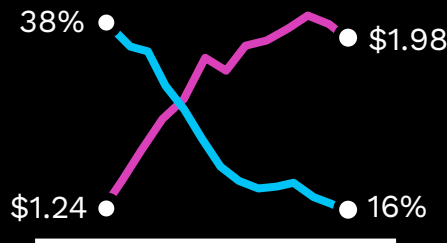
3. A metric-driven GTM approach that covers all parts of the customer journey is now essential.

Conclusion

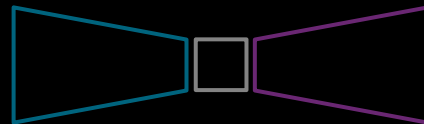
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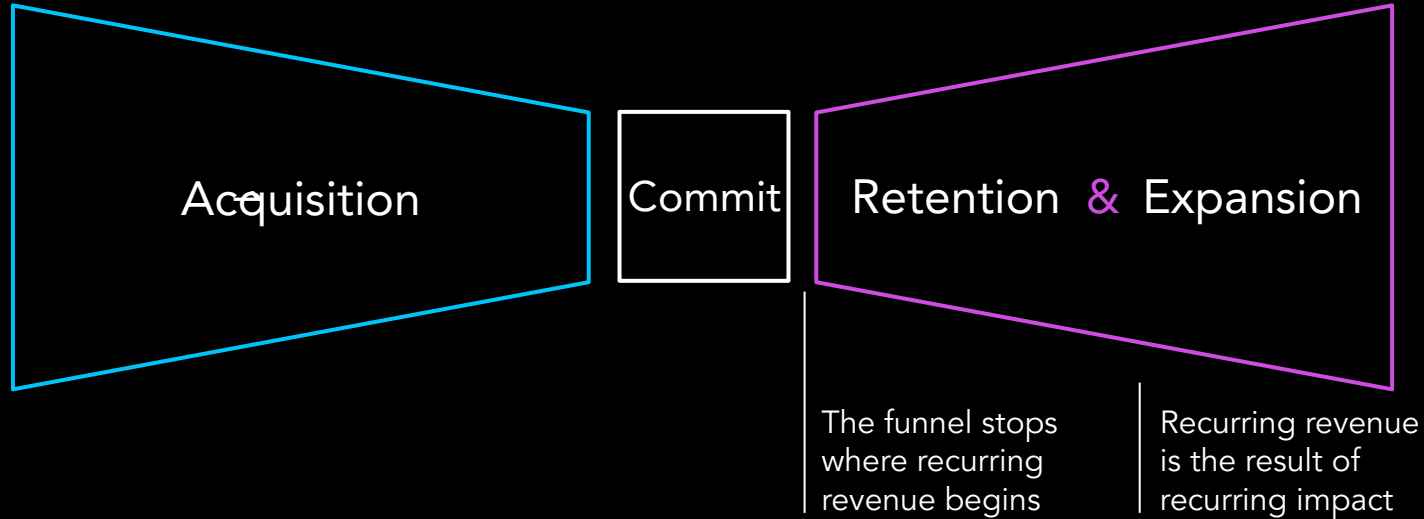
2. Classic GaaS playbooks are breaking under pressure.



3. A metric-driven GTM approach that covers all parts of the customer journey is now essential.

The Data Model (Bowtie)

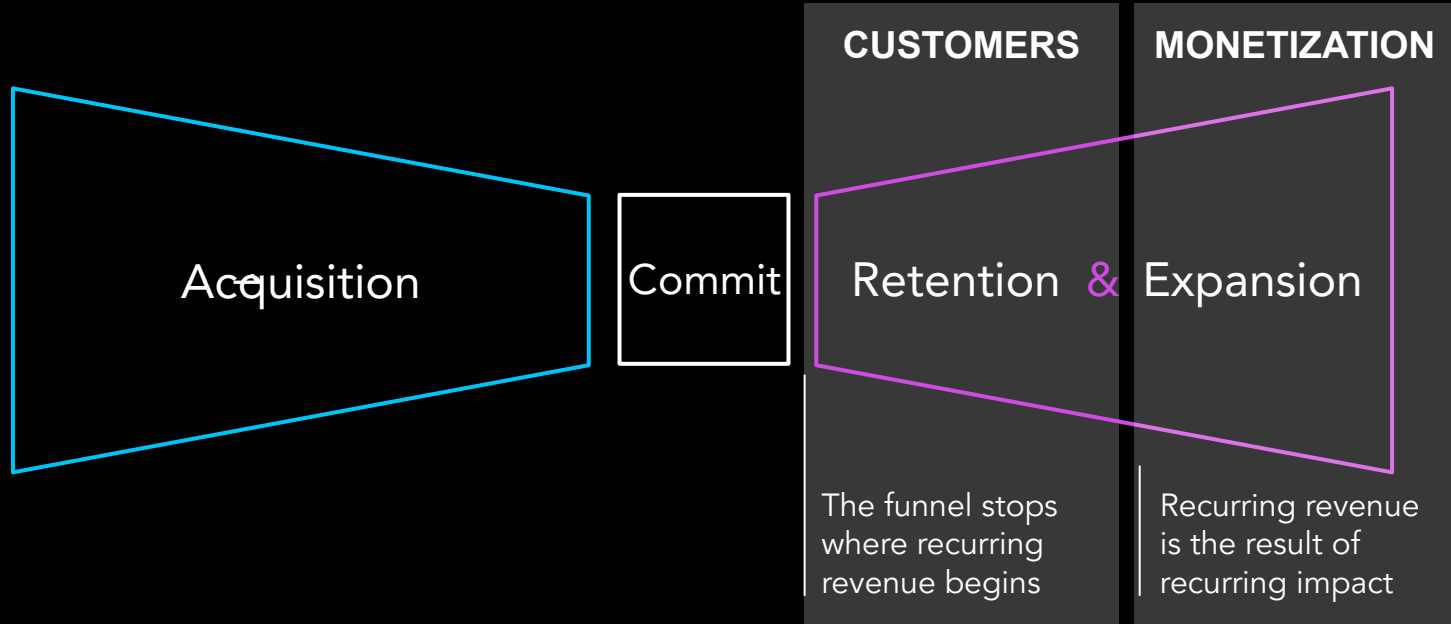
It is now a fundamental model to truly understand growth



The Data Model (Bowtie)

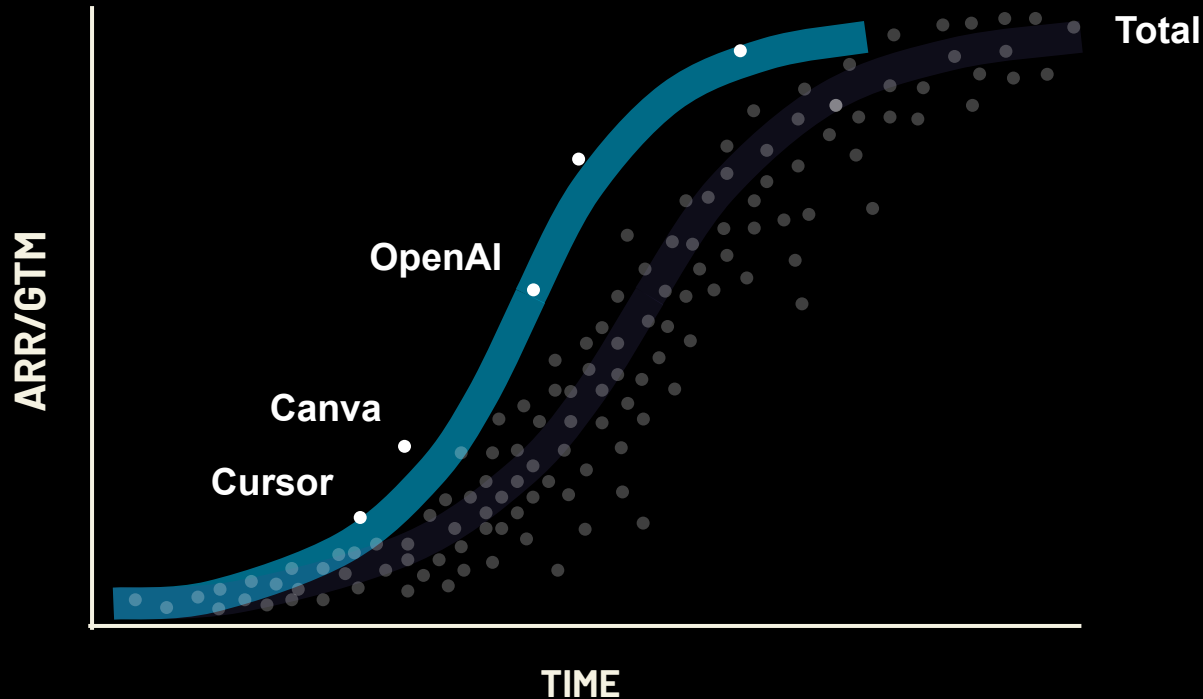
Lesson Learned #1. Different *monetization* strategy

Lesson Learned #2. Make *customers* part of the GTM motion



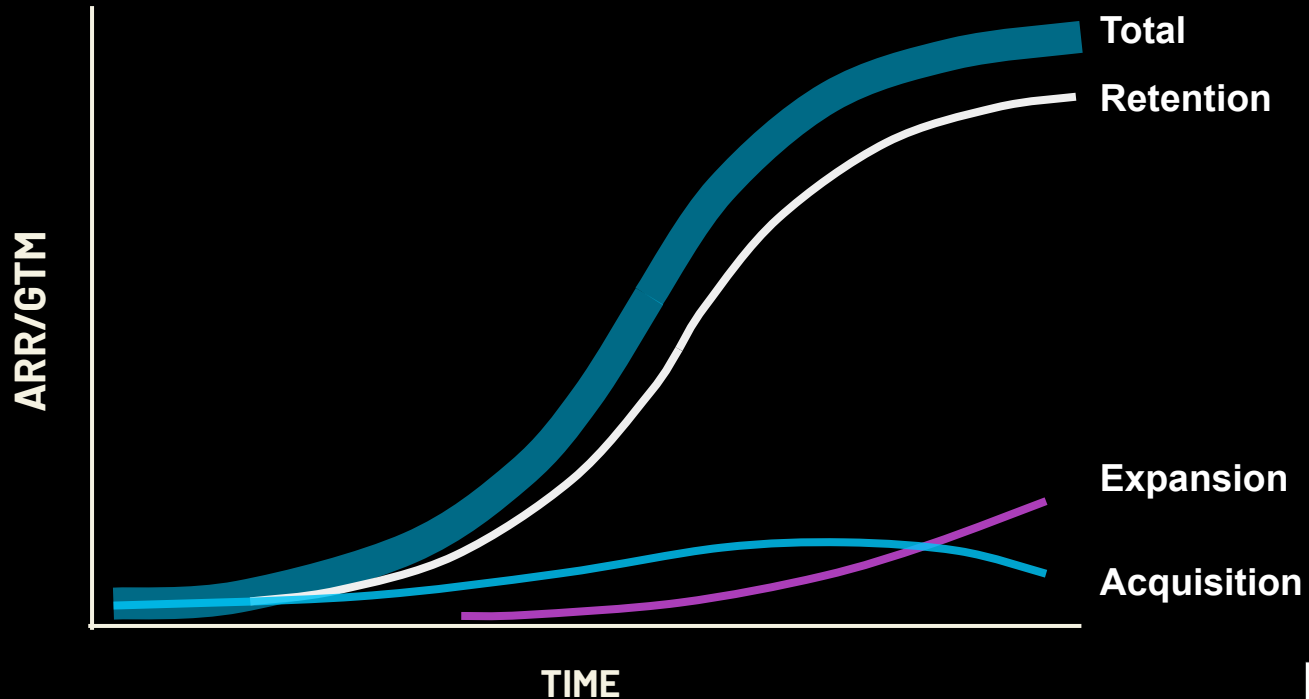
The Growth Model

AI-native companies follow the same, *albeit accelerated*, S-curve



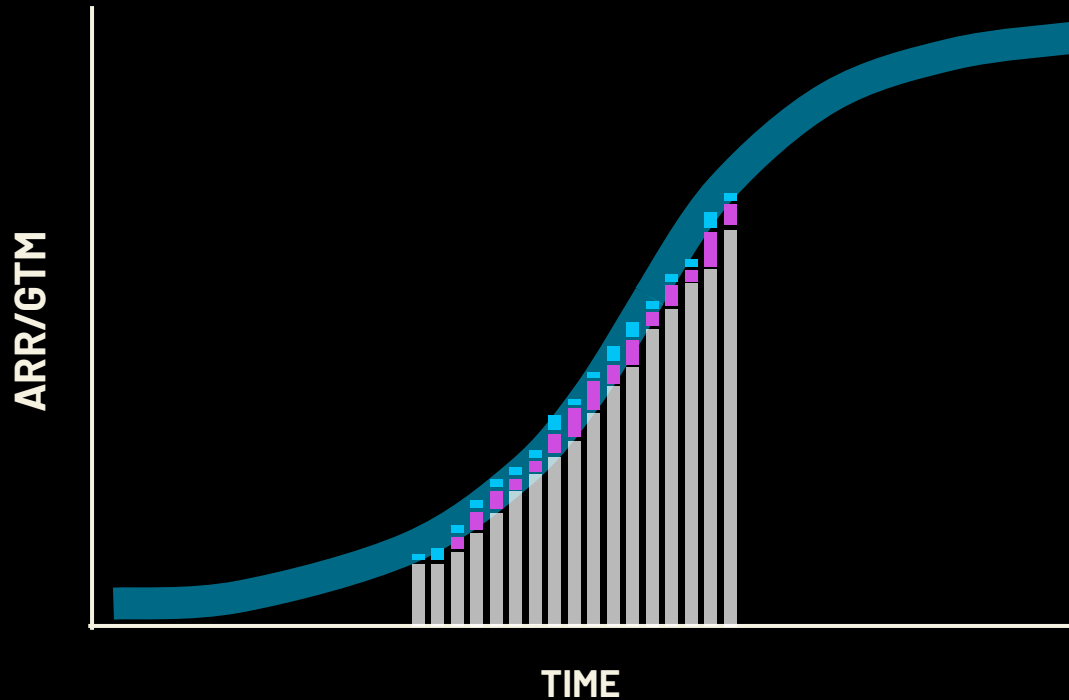
The Growth Model

Growth can be sourced to Acquisition, Retention and Expansion



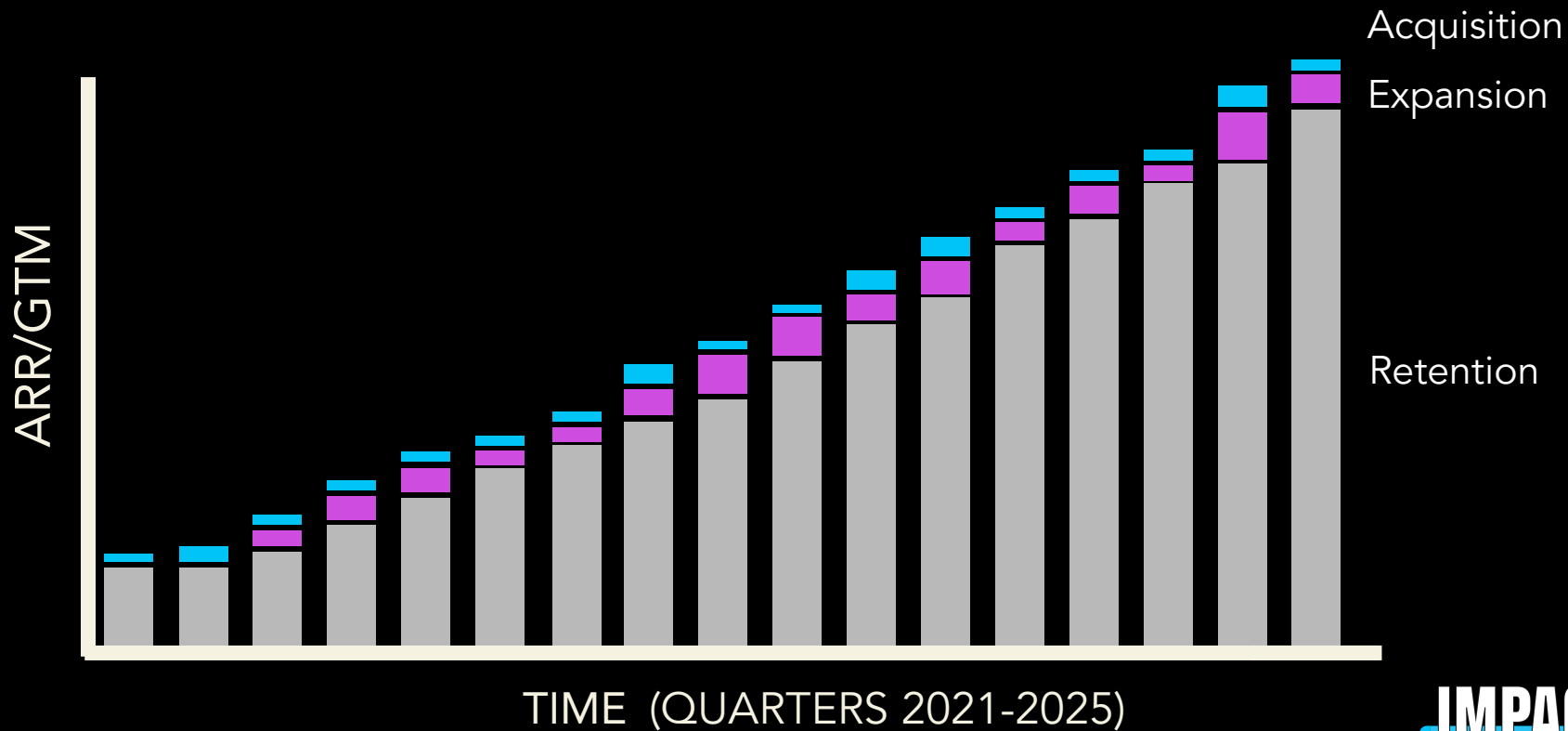
The Growth Model

Real World Example [\$100M to \$1B]



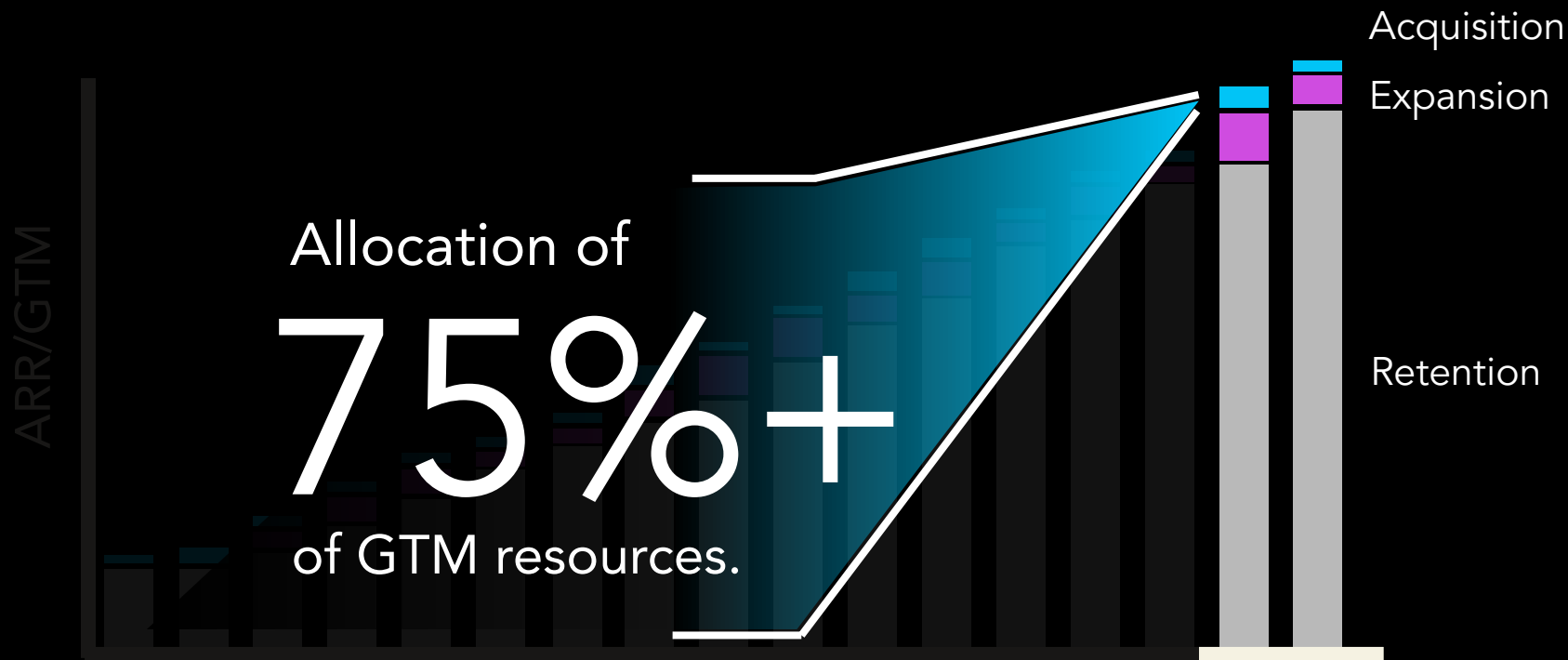
The Growth Model

Real World Example [\$100M to \$1B]



The Growth Model

Real World Example [\$100M to \$1B]



Question:

If customers fuel growth, then
why does growth slow down
when we have more of them?

Dave Boyce

How you buy?

What do
you use?

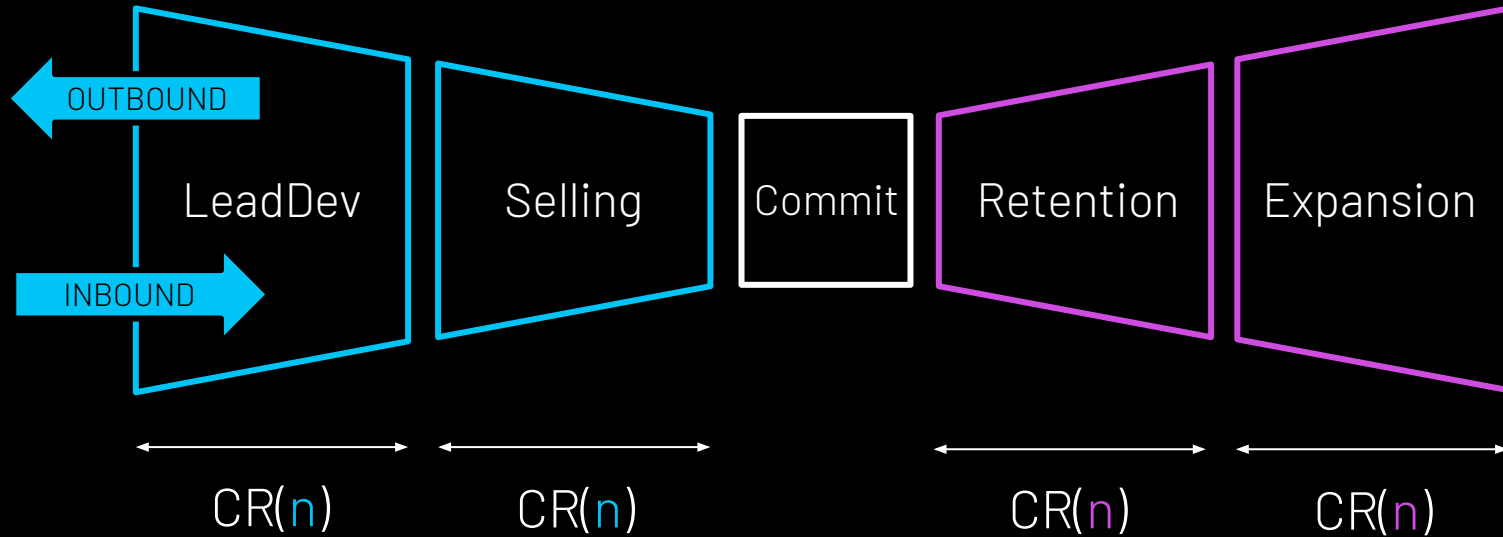


We scaled what we understood

\$1M → \$10M → \$100M → \$1B

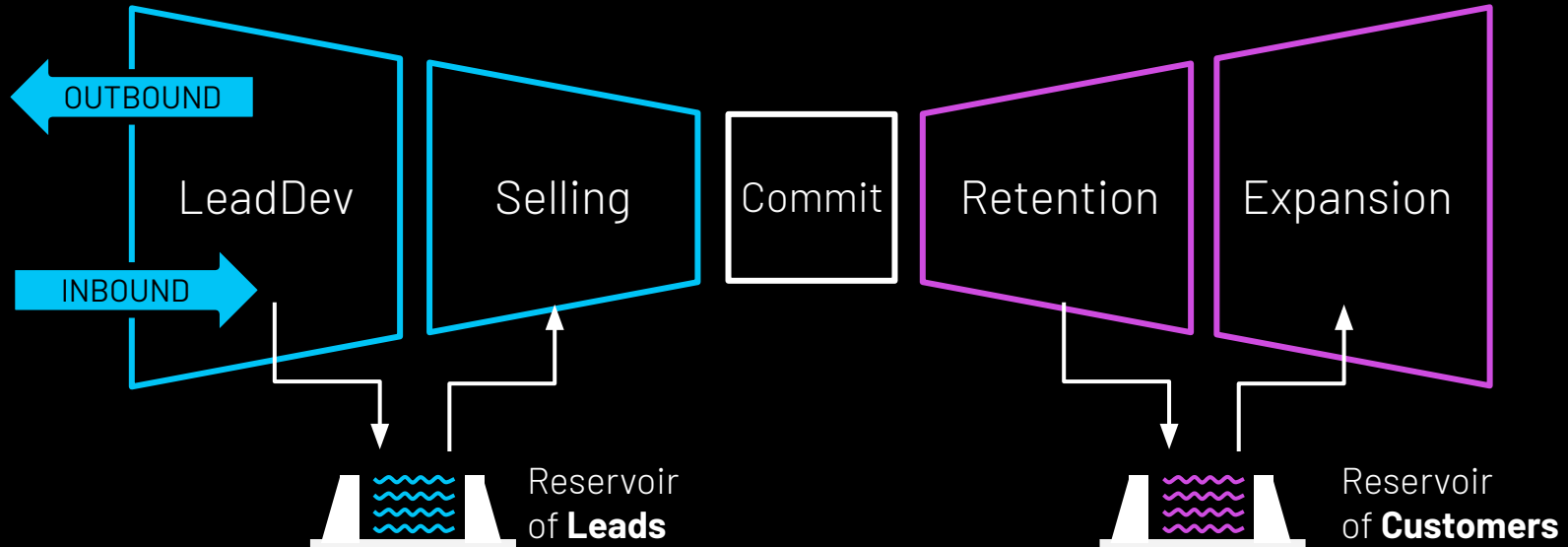
Classic GTM

Mostly Acquisition (TOFU) Driven



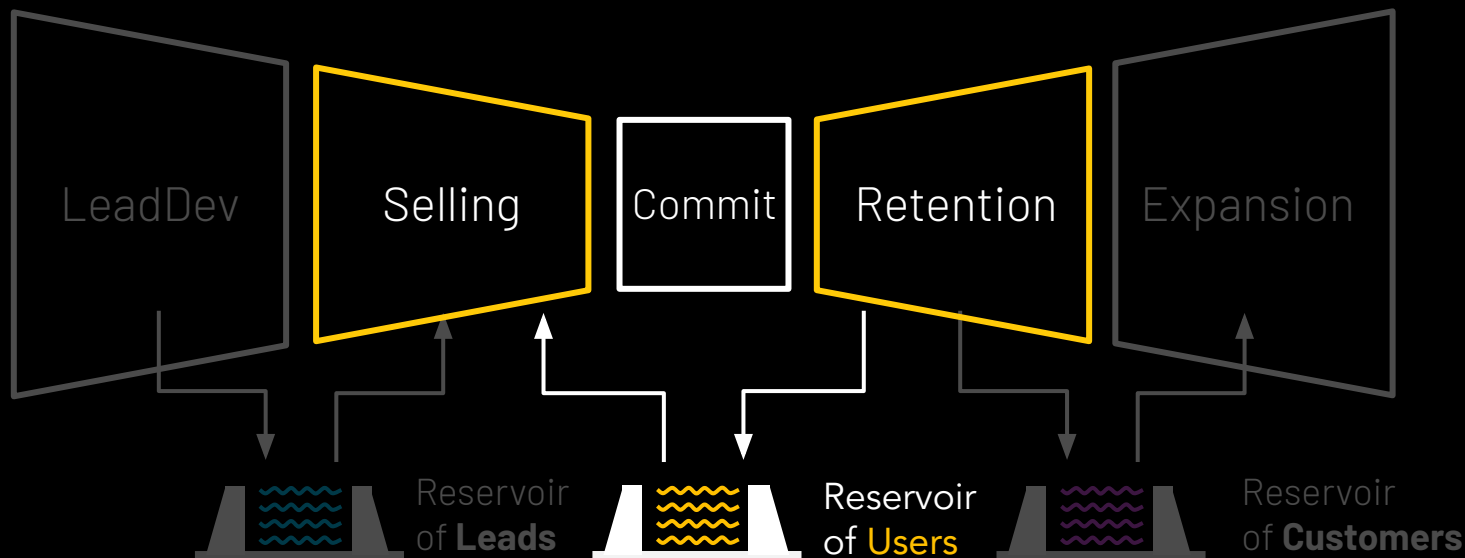
Classic GTM

Different Worlds: Leads, Opportunities and Customers



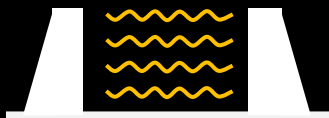
Modern GTM

What we can learn from **AI-Native** companies



Modern GTM

What we can learn from **AI-Native** companies



- Users not Companies
- Built-in Targeted Audience
- Sustainable Growth
- Immediate Access
- Augments not Replace
- Known Campaigns

Modern GTM

What we can learn from **AI-Native** companies

$k(n) = 1\%$ | 1 in a 100 people create
once a year 1 opportunity.

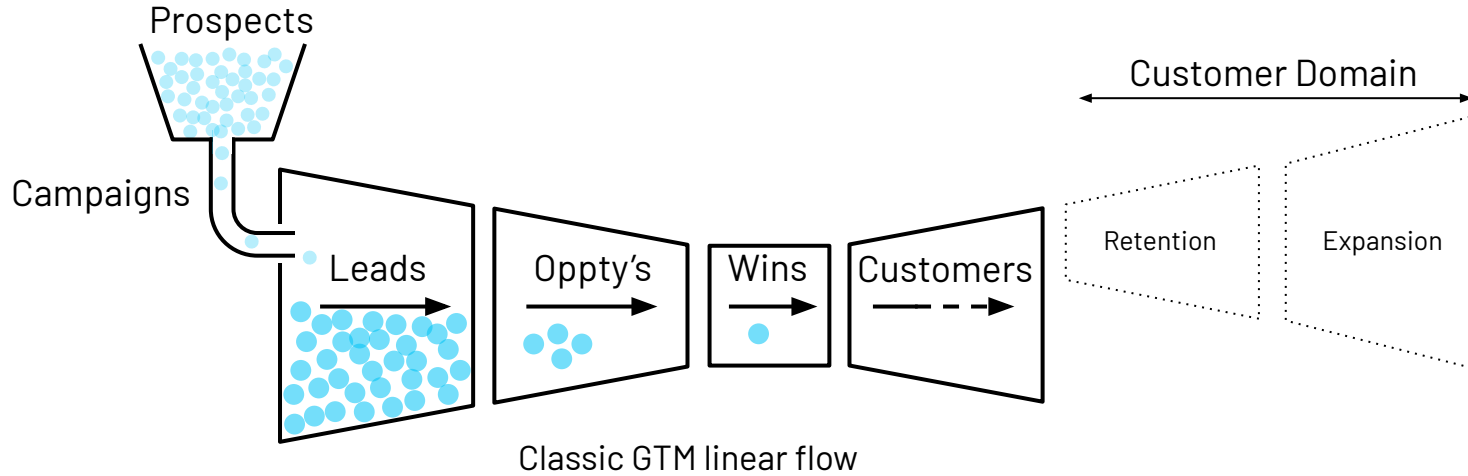


- Number of users it takes,
- To refer one opportunity,
- Per year.

Not a lead!

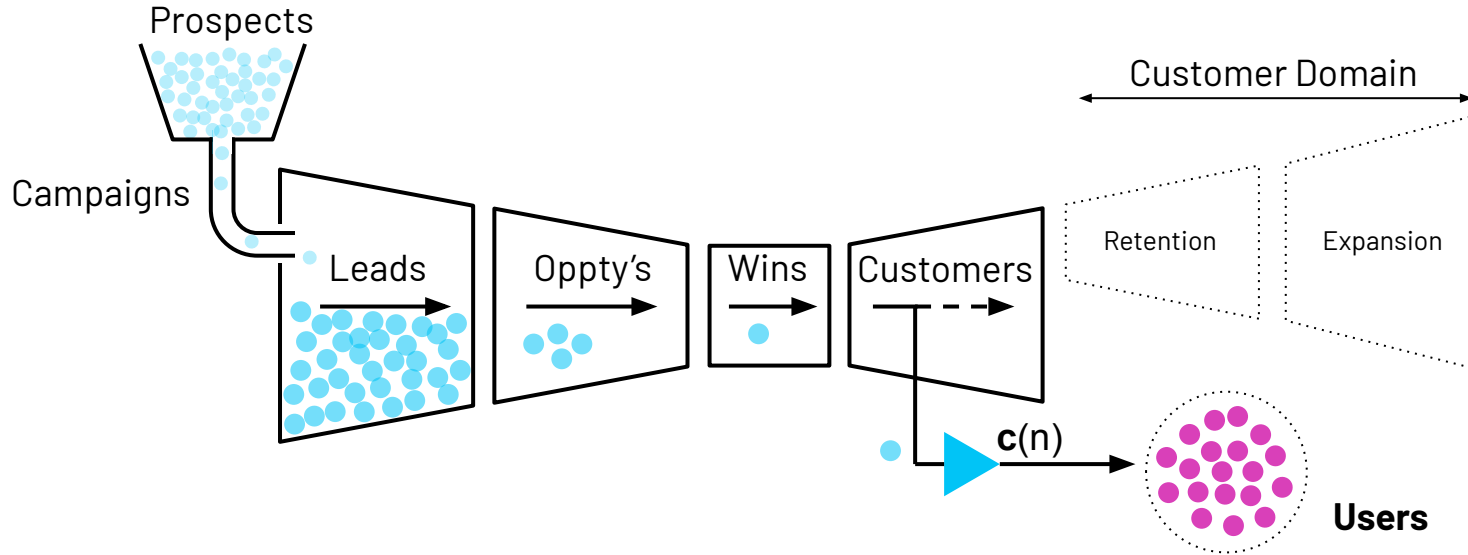
Growth Loop: A Closer Look

1) Dilution Effect: Leads > Customers



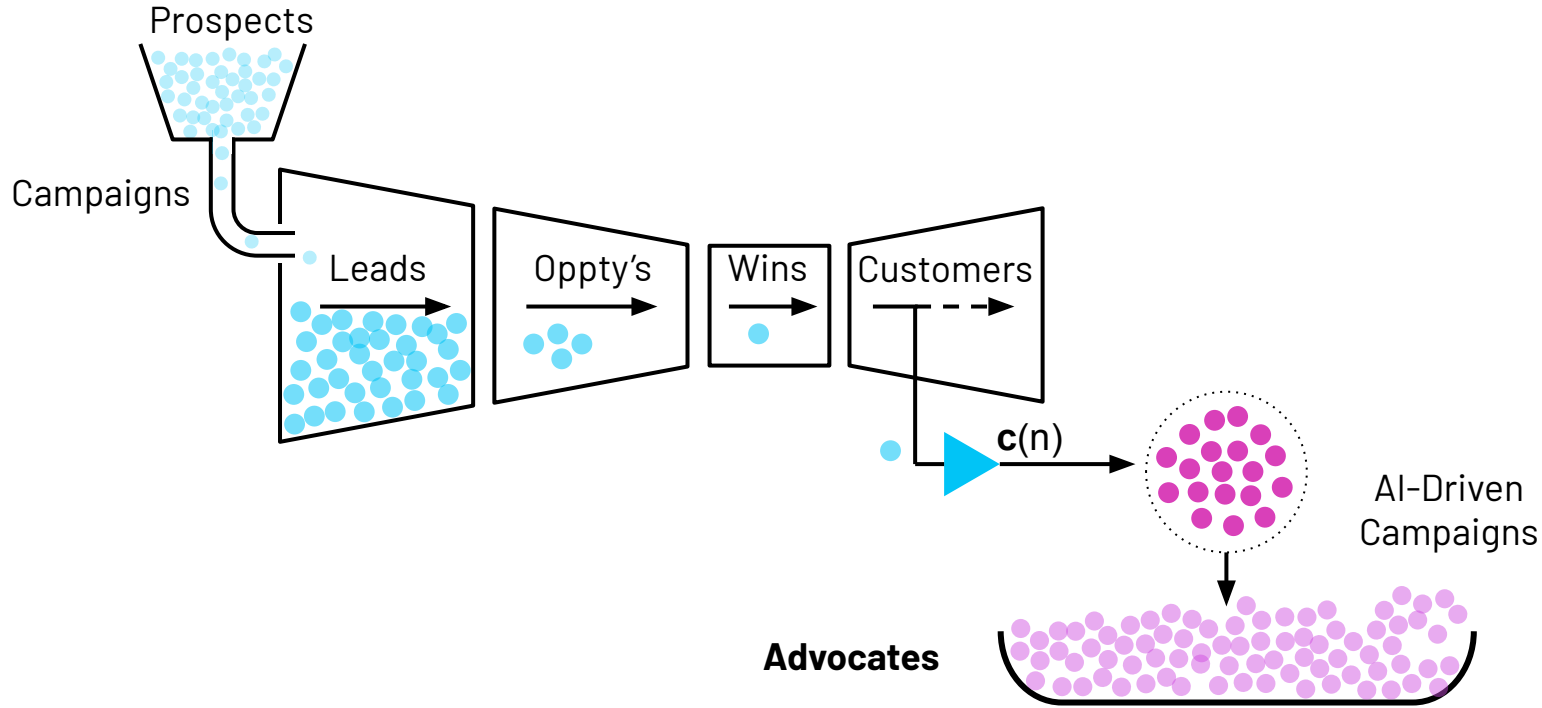
Growth Loop: A Closer Look

2) Concentration effect: Customers > Users



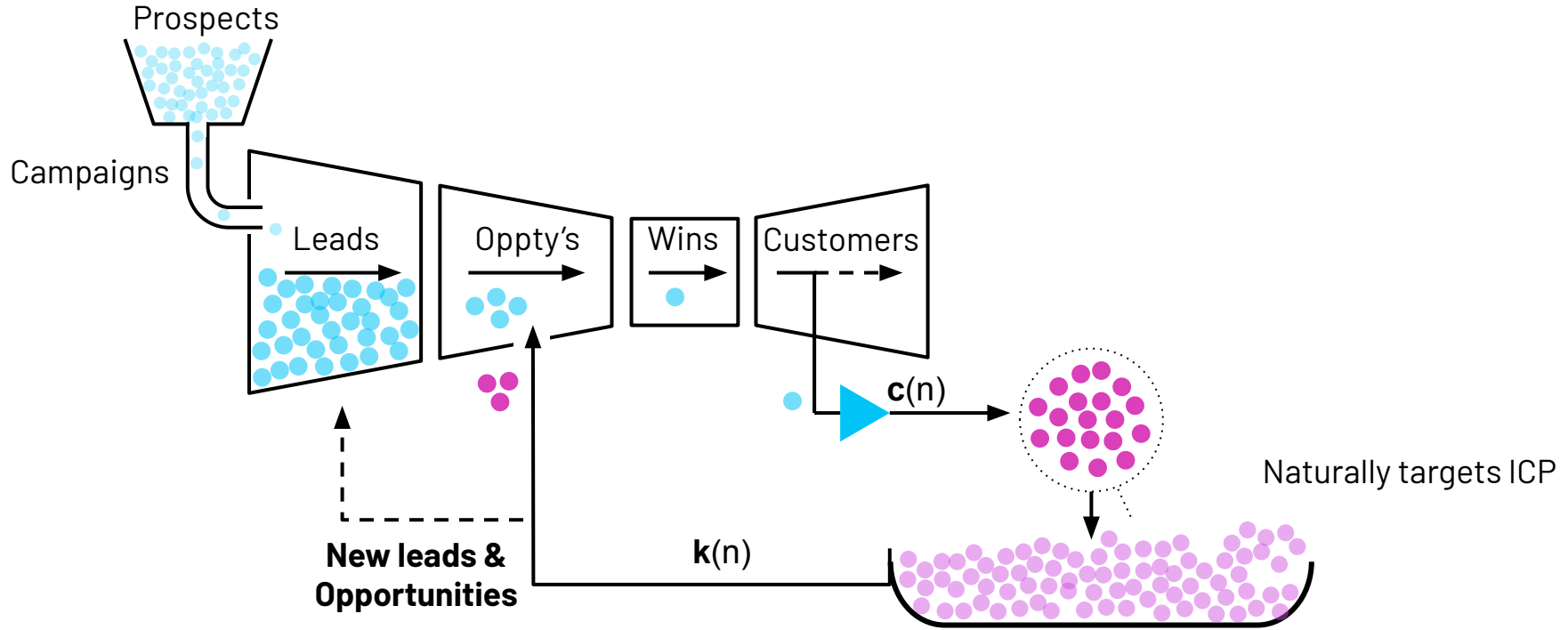
Growth Loop: A Closer Look

3) Reservoir Effect: Users > Advocates



Growth Loop: A Closer Look

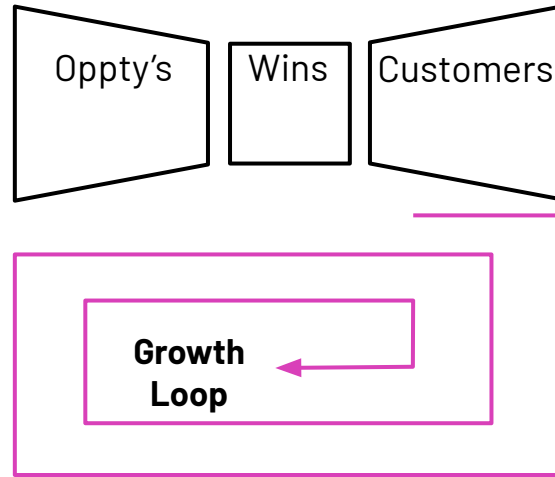
4) Fast Track Effect: New Leads & Opportunities



Growth Loop: A Closer Look

5) Perpetual Effect: Continuous Growth Loop Flow

True Customer value (\$) = LTV + Advocacy Impact (\$)



Growth Loop: The Impact **[Year 1]**

Lower marketing risk, higher revenue certainty

Classic GTM

\$100M ARR SaaS	\$50K/deal Acq. 20% YoY growth	20% win rate 4,500 leads/month 5% churn
--------------------	--	--

\$20M new acquisition end of year 1

\$289M ARR end of year 4

Unsustainable cost of acquisition

Modern GTM

1,500 customers 12 users per customer 19,200 users	1:25 users creates opp 650 additional opportunities	111 extra deals \$6M gain on the \$20M 28% new acq. gain
--	---	---

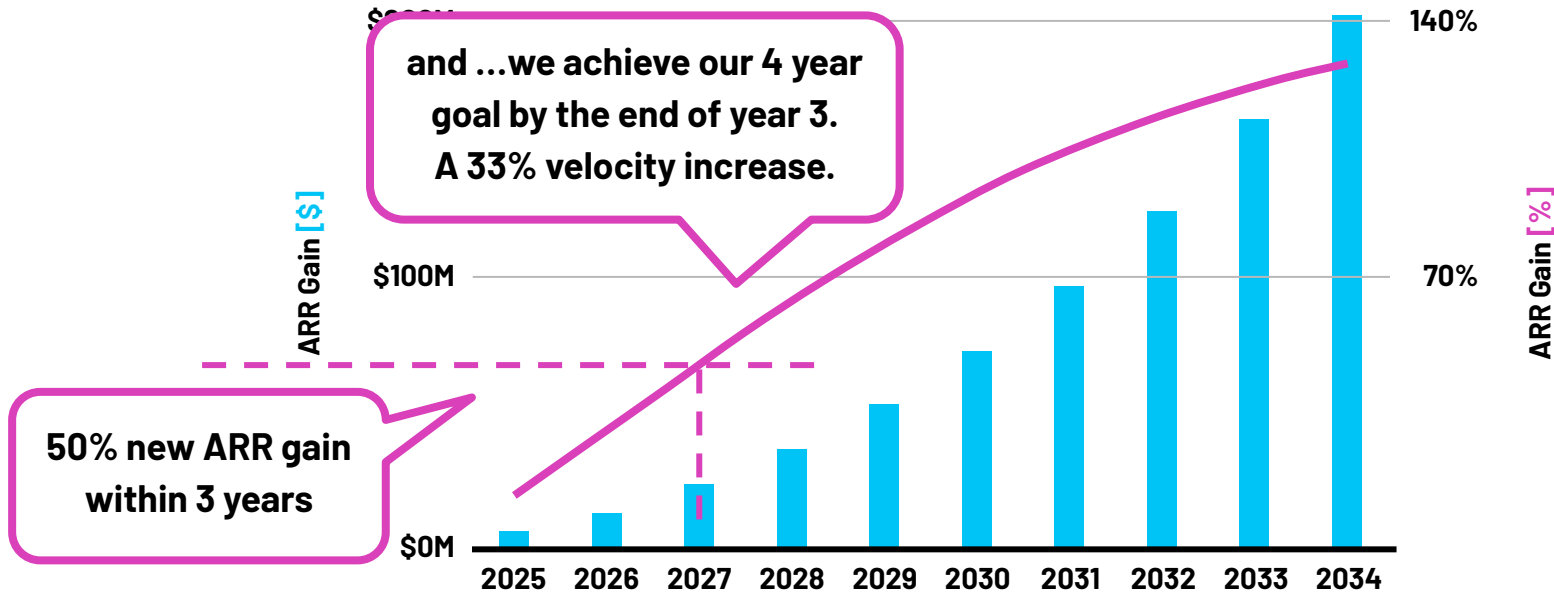
\$144M ARR year 1, 14% growth improvement

Lower cost of acquisition

Lower lead generation risk

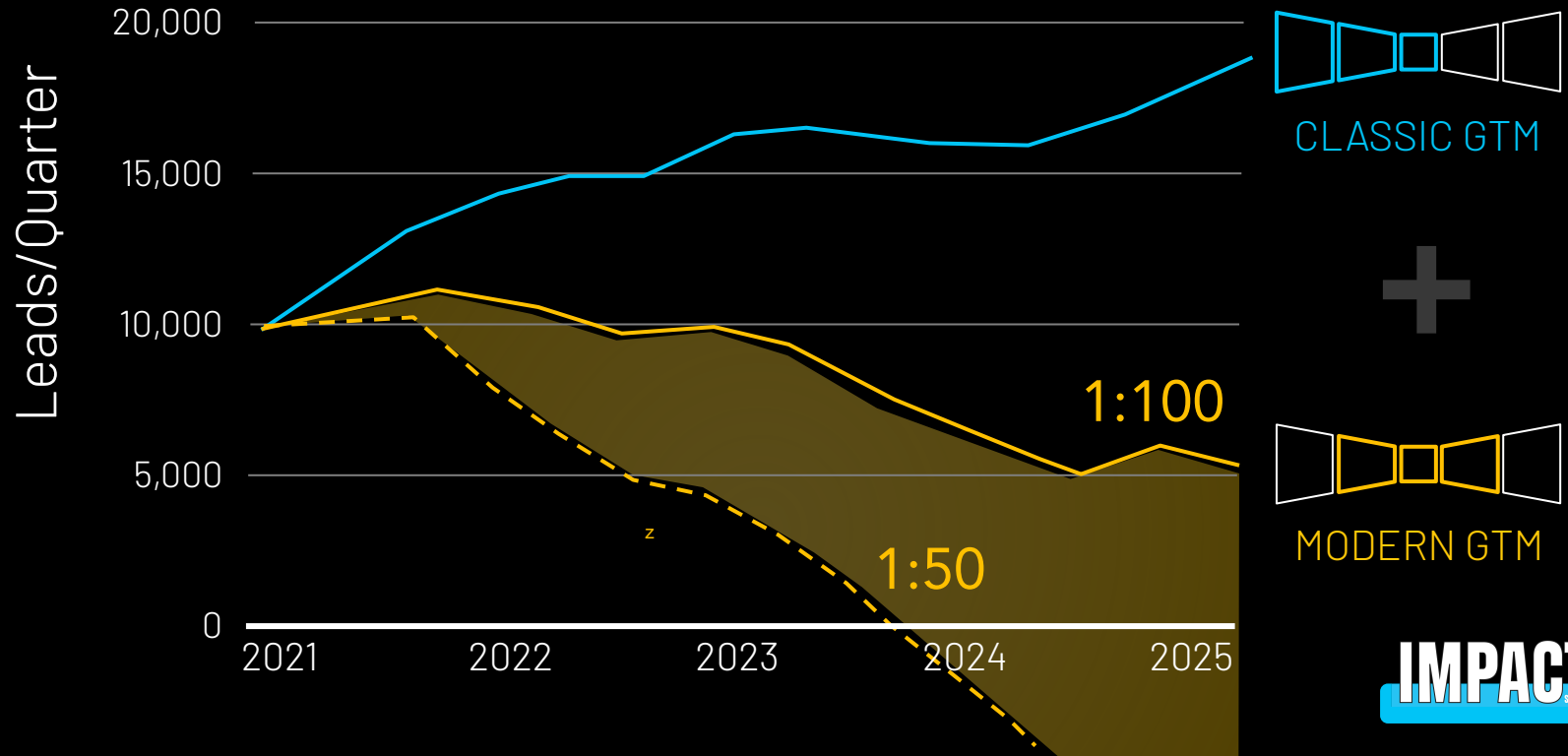
Compounding Impact Over Time

Flywheel effect



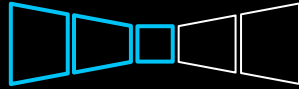
Lead Volume Pressure in Classic GTM

High Sensitivity to a Small Improvement in User Activation



Lead Volume Pressure in Classic GTM

The difference between Referral and Advocacy is Activation



*We won a new customer,
let's not lose it, and find
another one to win.*



*We added 20 new users,
let's help them succeed,
and they'll help us grow.*

How to Activate Users

A combination of PLG, Inbound and Field Sales

1

Tiered user
ecosystem

2

Cohort-based
campaigns

3

Human-led
growth

How to Activate Users

A new playbook

- User Tiering & Reward System



- Power User Spotlight
- Customer-driven social threads
- Usage to Event
- Peer-led Insights Forum
- Targeted Community Drop-ins

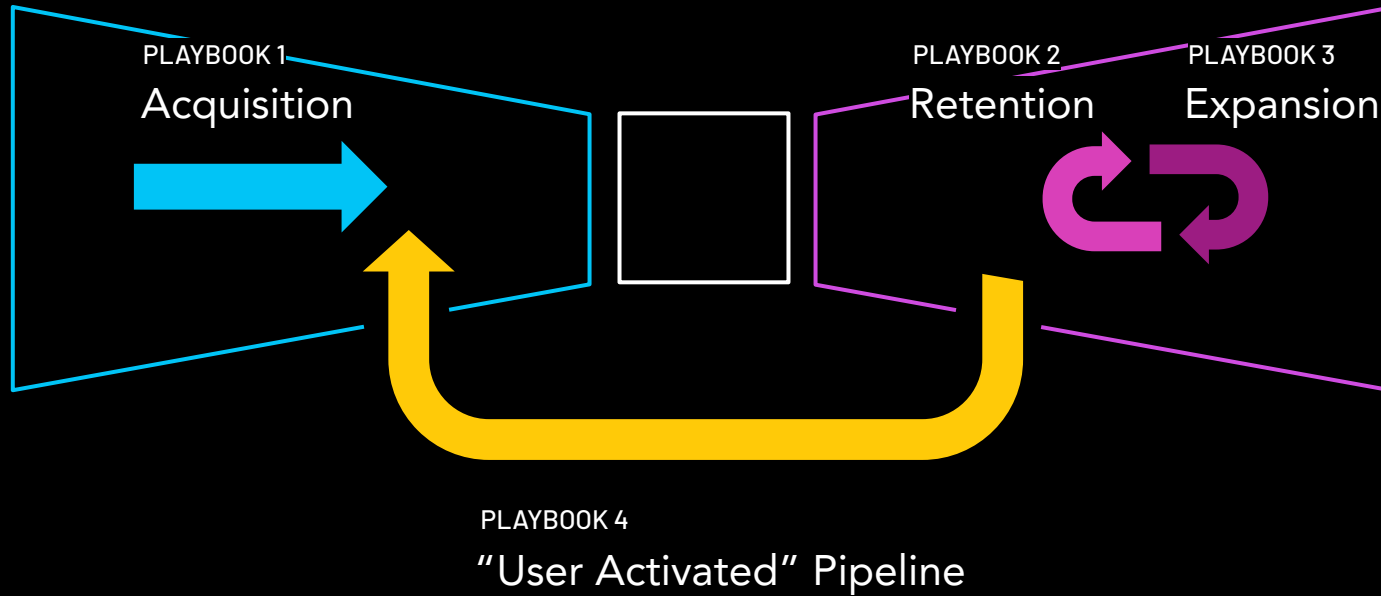


- *"Show me your setup" session*
- *"Ask a Power User" 1-1 session*
- *"Evening with Experts" series*
- *"Bring a Colleague" Workshops*

AI POWERED

Conclusion

Modern GTM Playbook is the 4th Playbook



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The Science of Building Growth

Revenue **Architecture.**

- Advisory Access
- Benchmark Data
- Proven Frameworks
- Actionable Insights
- Executive Summit
- Growth Playbooks

Growth Guidance

The End of Guesswork

Certainty is not just a planning outcome,
it's the new competitive edge



Dr. Dan

Patterson

Chief Innovation Officer

We have a Growth Crisis

We are chasing a **deterministic** goal with an **opportunistic** plan

“ 78% of sellers missed quota last year—**a 9% increase from the year prior***.

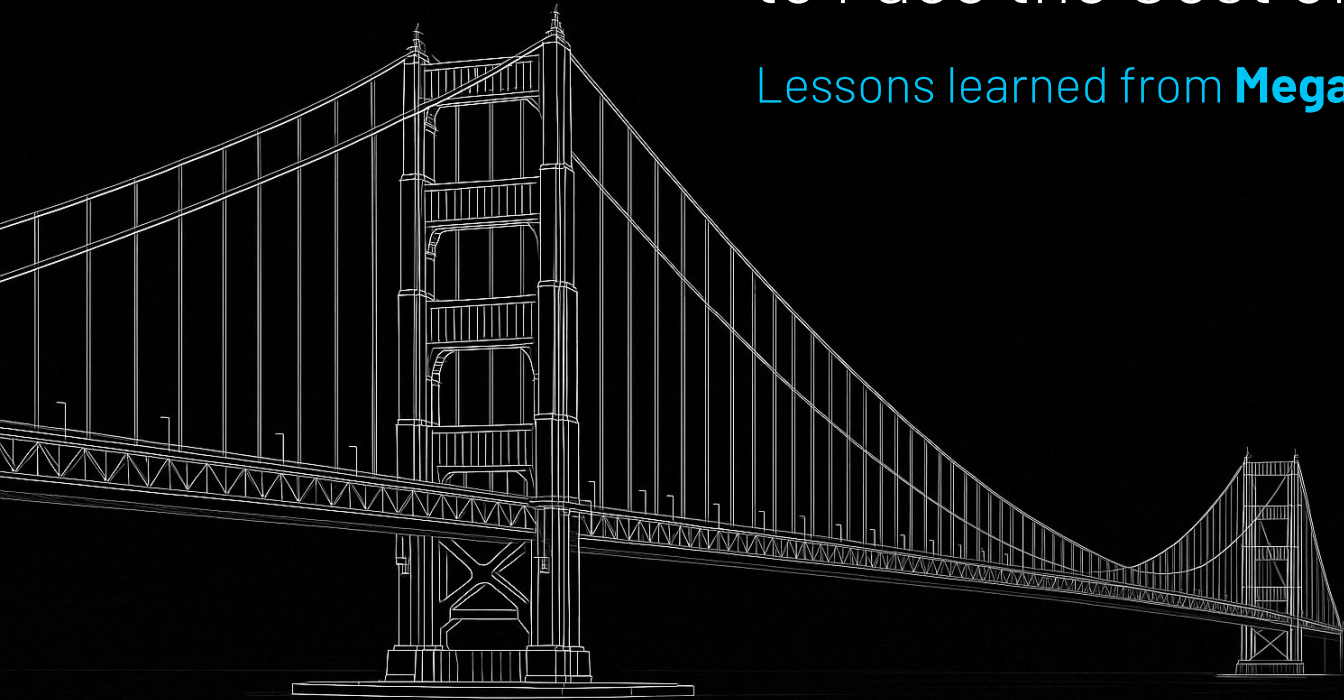
“ Growth has slowed to 16%—**at nearly twice the cost****.

*) Ebsta Pavilion 2025 Benchmarks

**) BenchSights David Spitz

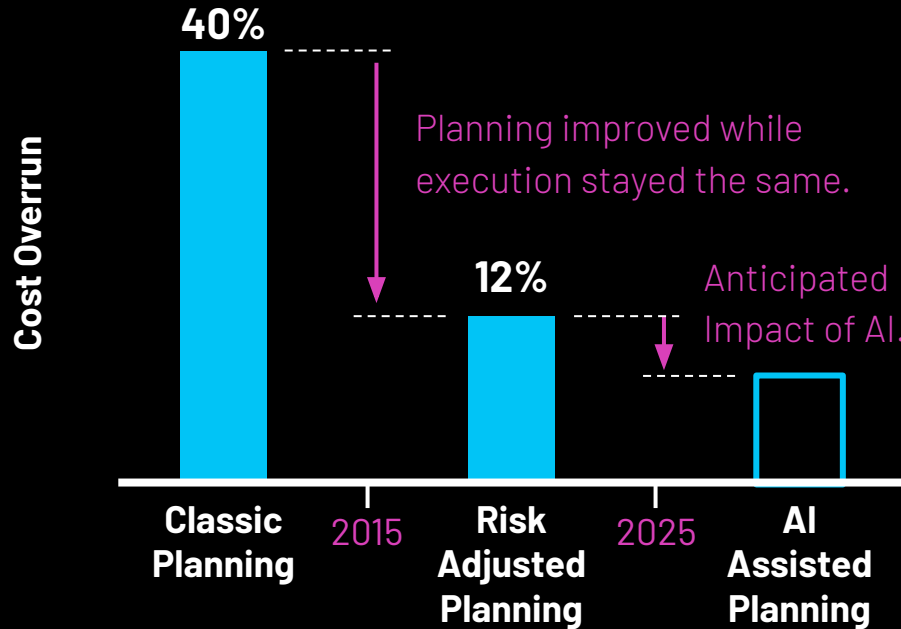
We are **Not the First** to Face the Cost of **Poor Planning.**

Lessons learned from **Mega Construction** Projects



77% of all Billion Dollar+ Projects Overrun on Cost*

Smarter planning—not faster execution—is what reduced cost overrun

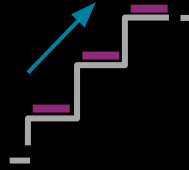


HOW

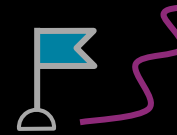
Optimizing Revenue Growth is No Different to
Taming Project Cost



Maturity Level



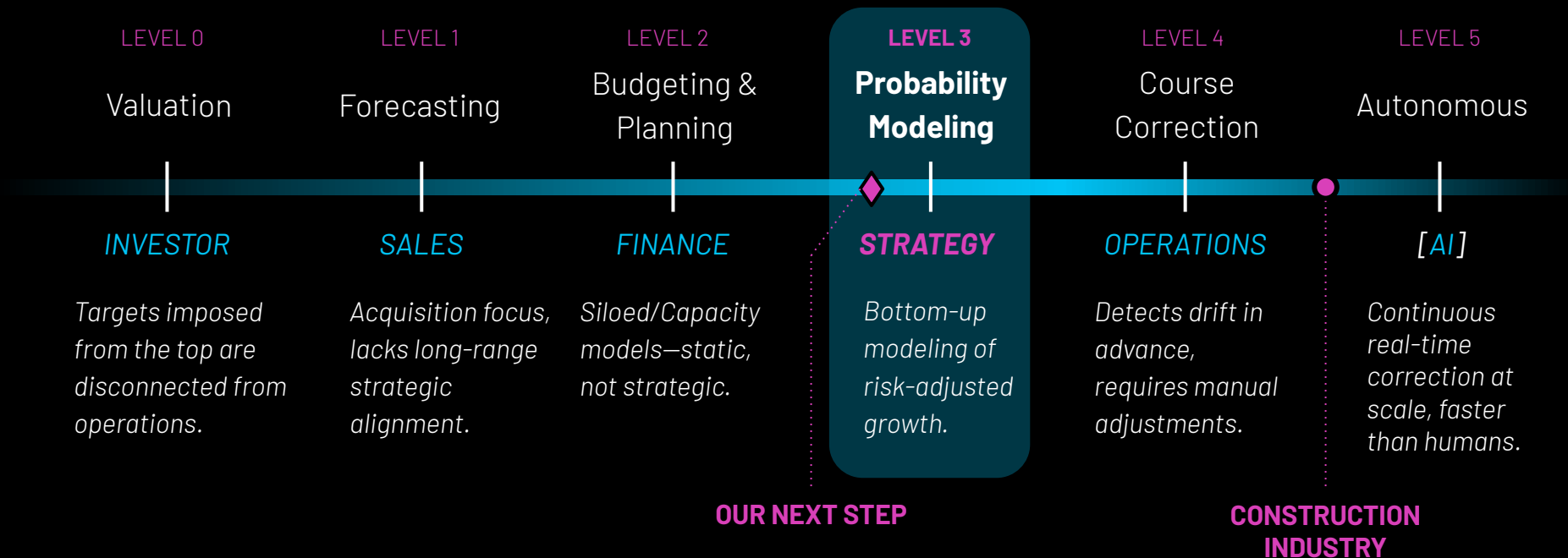
3 Steps



Closed Loop
Planning

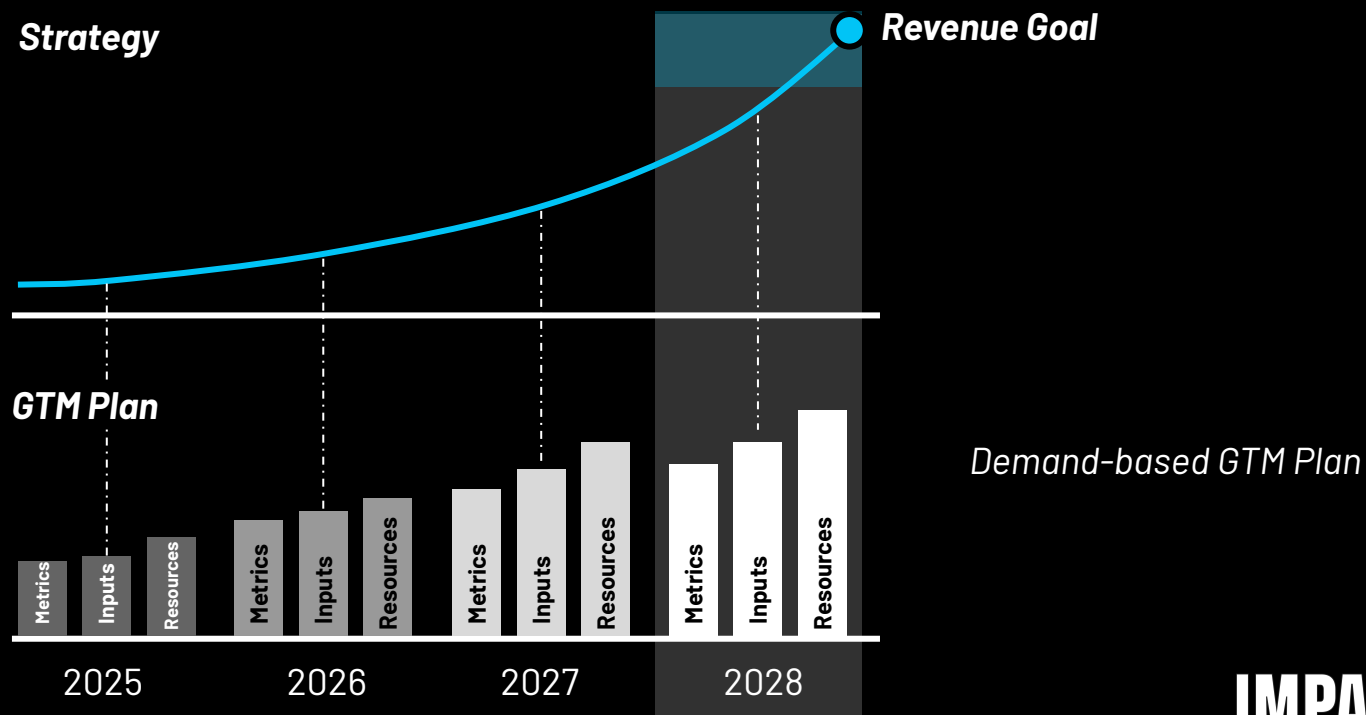
Planning Maturity: A Shift In Growth Planning

From Forecasting to Precision Planning



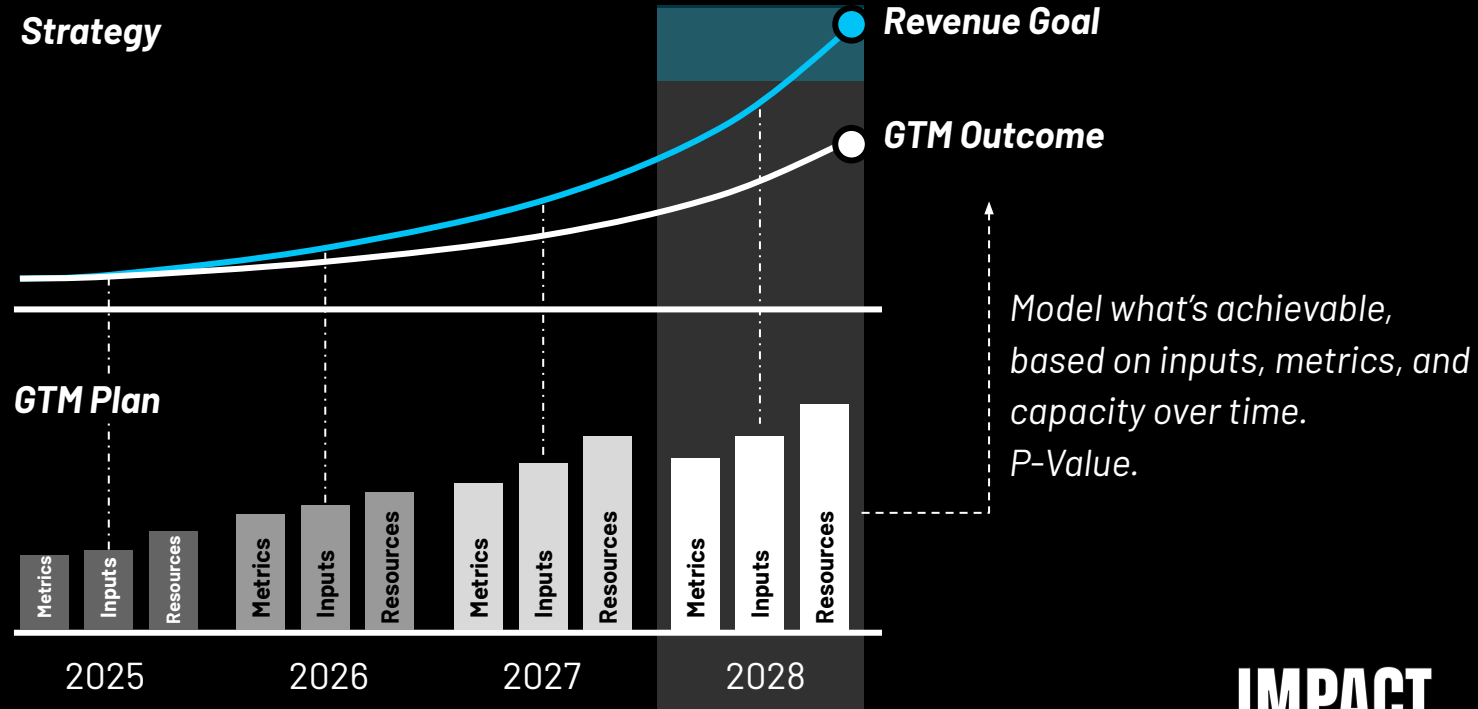
Growth Guidance **Step 1**

Determine Our Outcome Certainty



Growth Guidance **Step 1**

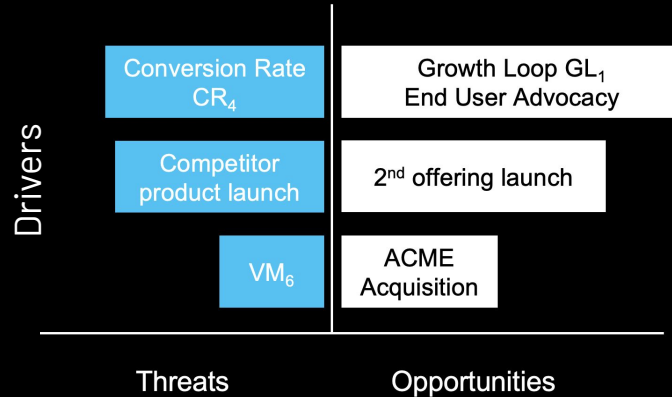
Determine Our Outcome Certainty



Growth Guidance **Step 2**

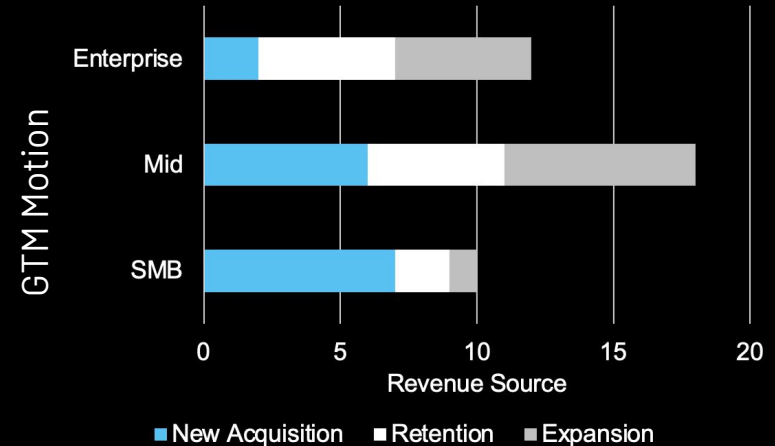
Identify Drivers of Growth Variability

Plan Sensitivity



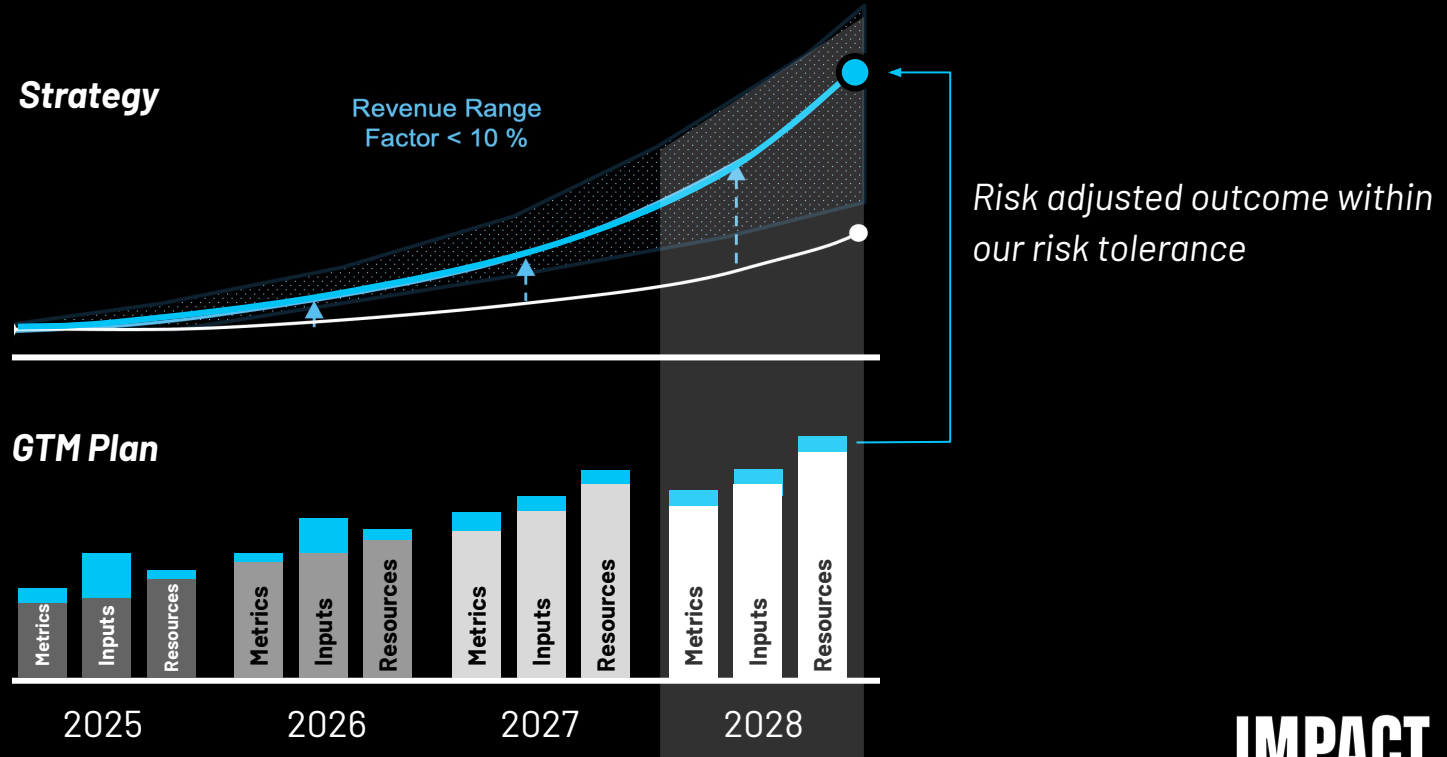
Which inputs and conditions have the highest leverage, to adjust the plan proactively.

Resultant Causality



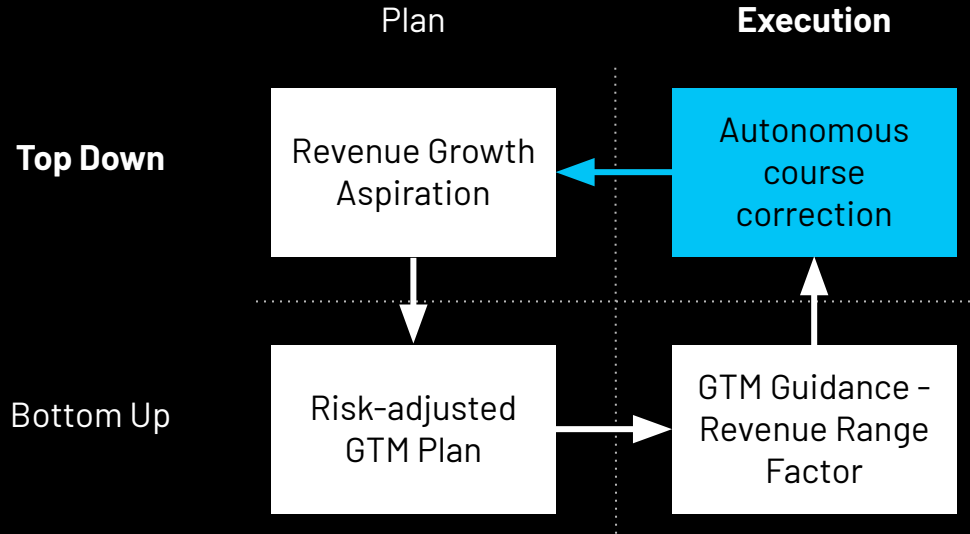
Growth Guidance **Step 3**

Establish our risk-adjusted path



Closed Loop Planning

An auto course correcting plan that is supportive of our revenue growth

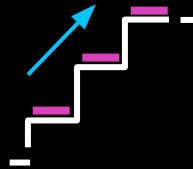


PUTTING IT ALL TOGETHER

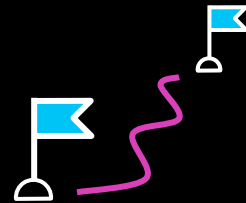
Autonomous Course Correction



Maturity Level



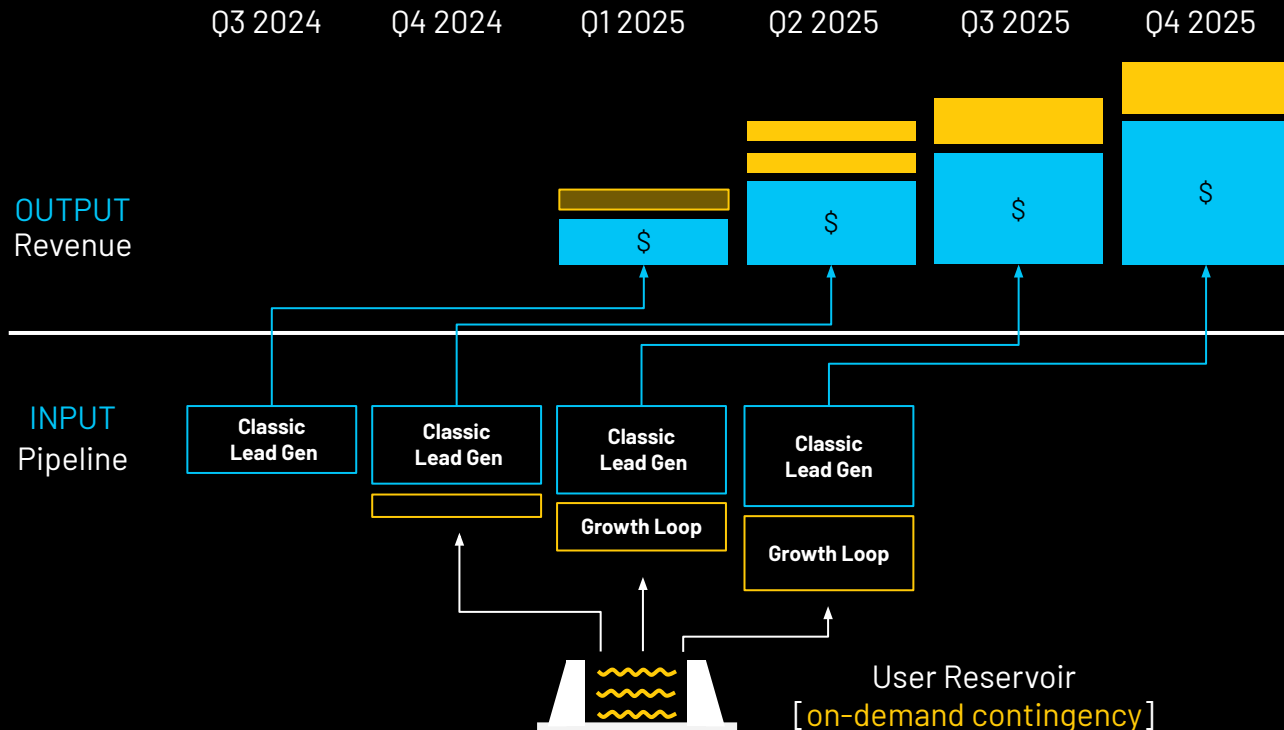
3 Steps



Closed Loop
Planning

Autonomous Course Correction

Dynamic pipeline: variable lead flow rate drives revenue, not volume



Takeaways from Predictable Growth

Insight results in higher growth certainty



Velocity

..increases due to
autonomous
course correction



Growth Loops

..de-risks lead
responsibility
and uplift wins



AI

..drives realism
into risk-
adjusted plans

We fixed Cost in Construction,
now let's fix Revenue Growth.

The order of magnitude was greater in construction



Try a sample:
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The Science of Building Growth

Revenue **Architecture.**

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- Benchmark Data
- Proven Frameworks
- Actionable Insights
- Executive Summit
- Growth Playbooks

\$30,000/year

AI Readiness Workshop

Real World Examples Across The Bowtie



Shari Johnston

Chief Operating Officer



Dan Smith

Chief Learning Officer

AGENDA

1

AI Archetypes

2

Case Studies

3

Actionable Next Steps

Stated Top Adoption Issues

(In Order)

1. Budget constraints

Lack of budgets is slowing down AI adoption.

2. Lack of internal expertise

Teams lack the skills and training to effectively leverage AI.

3. System integration difficulties

Organizations struggle to integrate AI tools seamlessly with existing workflows and CRM systems.

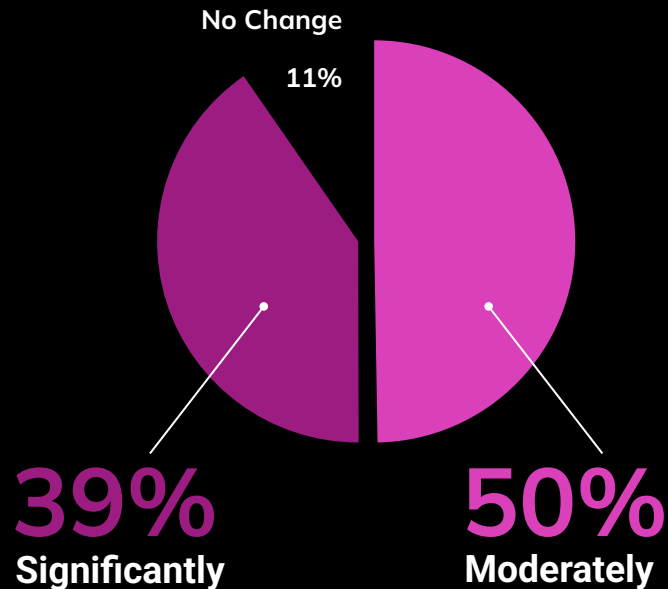
4. Data quality issues

Inconsistent or incomplete data reduces AI effectiveness.

5. Unclear ROI

Challenges in quantifying the tangible returns from AI investments hinder obtaining commitment from the stakeholders within the company.

INCREASE IN AI INVESTMENT



AI investment is not slowing—it's accelerating to become part of the DNA of GTM strategy.

AI GTM Archetypes

Framework for Getting Started

AI Assistive



Empower individuals by closing skill gaps, automating repetitive tasks, and speeding up research through AI-powered tools.

Agentic



Systematically transition lower-complexity, high-volume human tasks to AI agents while maintaining or improving performance.

Orchestrative



Integrate AI across multiple functions and stages of the GTM process to ensure smooth, optimized, and consistent workflows.

Autonomous



Enable AI systems to make decisions independently within human-set boundaries, frameworks, and objectives.

AI GTM Archetypes

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Use cases



Account research and lead intelligence gathering



Content creation and messaging personalization



AI SDRs (Sales Development Reps) for outbound prospecting



AI onboarding agents for customer setup and FAQ handling



AI-driven lead-to-customer journey management



Automatic task routing and prioritization based on account scoring



Fully autonomous revenue teams (sales, marketing, success) operating on set targets



AI systems self-adjusting GTM strategies based on market signals without human prompts



Ideal Customer Profile (ICP) analysis and segmentation



Marketing campaign generation and optimization



AI-powered CS (Customer Success) chatbots for ticket deflection



Intelligent revenue forecasting and pipeline management



Marketing-to-sales alignment through real-time campaign insights



Automated meeting note-taking and summarizing



Project management task automation

Key considerations



Tool access, team training, security, reinforcement.



Prompt engineering



Cross sharing and top down support



Define job descriptions, performance goals, enablement cycles, and feedback loops.



Continuous training and enablement



Integration with existing tech stack (CRM, ERP, CPQ systems)



Central governance of data sources and process flows



Change management and executive sponsorship



Framework design and guardrail enforcement



Exception handling protocols for edge cases.

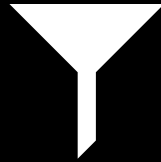
Harnessing AI prospecting tools to save time and grow pipeline



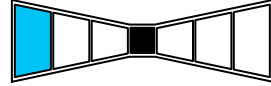
SAVING REPS

2-5

HOURS / WEEK



USER
ENGAGEMENT



Mural integrated PocusAI Prospecting to combine internal and external signals for outreach, saving reps hours per week.

Chris Geraci
Mural



AI tech used: PocusAI Prospecting

Hiring an AI agent to handle a wealth of inbound leads

3x

MEETINGS
BOOKED

50% LOWER COST PER
MEETING

2x

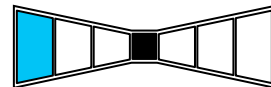
QUALIFIED
OPPORTUNITIES

PASSED TO SALES TEAMS

24/7

LEAD
ENGAGEMENT

NO PROSPECTS LEFT
UNATTENDED



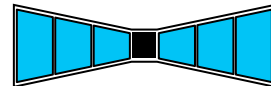
SafetyCulture used custom AI agents to improve lead management, increasing qualified opportunities

Jon Teo
SafetyCulture



AI tech used: Custom AI agents

AI agents to improve pre- and post-event experience



REGISTRATION



NAVIGATION



POST-EVENT
FOLLOW-UP

Domo leveraged AI to drive event engagement, driving deeper post-event conversations with prospects.

Mark Boothe
Domo



AI tech used: Signals voice agents, AI helpdesk

Getting Started—Assistive

AI Readiness Planning Worksheet

Planning Area	Notes / Team Input
Key Bottlenecks to Solve	<i>What recurring tasks or processes are inefficient or time-consuming?</i>
Skills Gaps Identified	<i>Where do individuals or teams need support (e.g. writing, research, data analysis)?</i>
Initial Use Cases	<i>What tools or AI assistants could help today? List 2–3 (e.g., ChatGPT for writing, Apollo for research).</i>
Data/Tool Access Needs	<i>What access or licenses are needed for tools to be effective across the team?</i>
Security & Compliance Concerns	<i>What guardrails or approvals are needed before using tools?</i>
Success Metrics	<i>How will we measure success (e.g., time saved, output quality, team feedback)?</i>
Owner & Timeline	<i>Who is leading, and what are the next steps?</i>

Getting Started—Agentic

AI Readiness Planning Worksheet

Planning Area	Notes / Team Input
Candidates for Automation	<i>What roles/tasks can be enhanced/replaced (e.g., call summaries, onboarding checklists)?</i>
Entry Point Tools or Technologies	<i>What AI platforms can be tested in tandem with human reps (e.g., call coaching tools like Gong or Avoma)?</i>
Role & Goal Design	<i>What would an AI “job description” look like? What success criteria would it be held to?</i>
Process & Workflow Design	<i>How well are processes documented? How will AI integrate into current workflows?</i>
ICP, Product and Use Case Documentation	<i>How well is our ICP documented? The job to be done? Expected Pain and rational / emotional Impact? Our product features and benefits that deliver Impact?</i>
Enablement & Iteration Plan	<i>How will the AI system be trained, monitored, and improved over time?</i>
Change Management	<i>How will this be communicated to teams? What support is needed?</i>
Owner & Timeline	<i>Who is leading this and what are the next steps?</i>

Try a sample:
[Check out our Research Library](#)

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Revenue **Architecture.**

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- Proven Frameworks
- Actionable Insights
- Executive Summit
- Growth Playbooks

\$30,000/year

[AI]

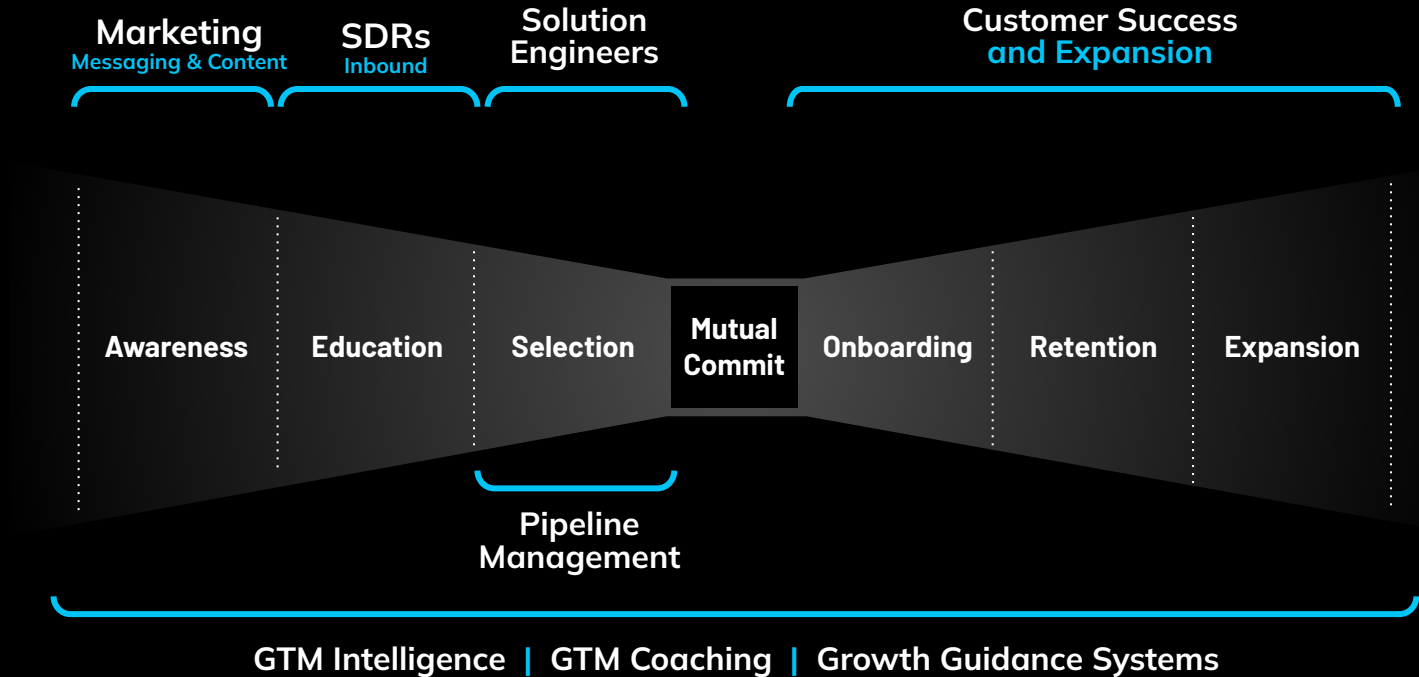
on the Left Side of the Bowtie



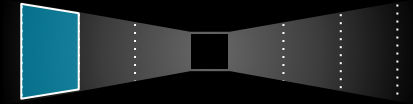
Jim Hopkins
Revenue Architect



AI Research Across The Entire Customer Journey



Marketing: Messaging & Content



My playbook for generating demand is **stale, ineffective, and expensive**. Help me create messaging and content that's **cheaper, more personalized, and creates more, better pipeline**.

Here you go... Enjoy:



90-95% reduction in costs



40% improvement in conversions

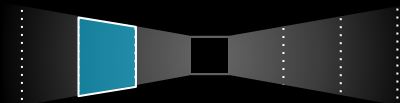


Assistive: **3-5x** pipeline



Orchestrated: **5-10x** pipeline

SDRs: Inbound



Lead to Pipeline **conversion rates are lagging**, and SDRs are **expensive to hire and train**. Help me find SDRs that can respond to each inbound lead **within minutes**, and have **deep knowledge** about the customer and our product/company.

Here you go... Enjoy:



Unlimited availability & scalability



80% cost reduction



30% improvement in conversions



100x speed to lead

SHOW & TELL

HubSpot

powered by

mind

Chat with or speak to our AI avatar Fiona to demo HubSpot's products and find the right fit.

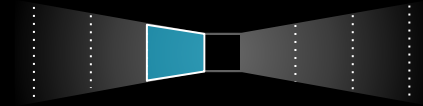
BEGIN CONVERSATION



Send a message



Solution Engineers



My pre-sales SEs are **stretched thin** and **burnt out**. Help me **remove bottlenecks** from the buying experience, while making my SEs and sellers more **efficient** and focused on **high value tasks**.

Here you go... Enjoy:



20-30% faster sales cycles



40-60% of tasks automated

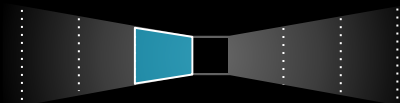


Higher win rates

SHOW & TELL



Pipeline Management



Our pipeline visibility and forecasts are full of **human error, personal bias, and wishful thinking**. Help me better **monitor true customer signals** to have a **better handle on the business**.

Here you go... Enjoy:



1000+ hours / year saved in seller time

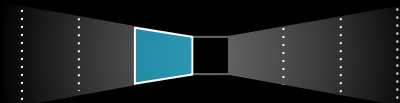


2-3x increase in pipeline



15-25% improvement in win rate

GTM Coaching



My frontline managers are **struggling to measurably improve productivity and performance** of my GTM team. Help me implement skill and deal coaching that **improves performance**, without burdening managers.

Here you go... Enjoy:



11% shorter sales cycles



21% increase in win rates



16% increase in ARR/rep

SHOW & TELL



GTM Intelligence



The info I have, and can access, about customers is **incomplete, outdated, or missing**. Help my GTM teams **better gather and organize** info to be **intelligent** about customer relationships across their journey.

Here you go... Enjoy:



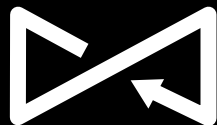
50-80% increase in win rates from better prioritization of top deals, and timely follow-through with to-do's

Key Takeaways on Growth



Growth **Velocity**

Fantastic future for the industry as a whole.



Growth **Loops**

There's proof this can impact real GTM metrics.



AI-led Growth

Immediate relief in AI assistance

Try a sample:
[Check out our Research Library](#)

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- Actionable Insights
- Executive Summit
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\$30,000/year

[AI]

on the Right Side of the Bowtie

Unlocking Expansion Revenue using AI



David Ellin

Revenue Architect



David Gordilla

Revenue Architect

London Based

“

If your Ideal Customer Profile doesn't expand by design, then it's not an ICP.

David Gordillo and **David** Ellin

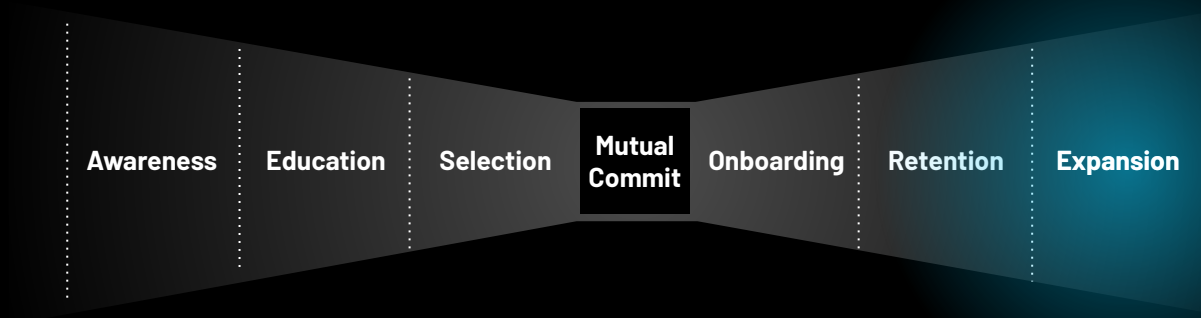
AGENDA

1 Expansion led-growth

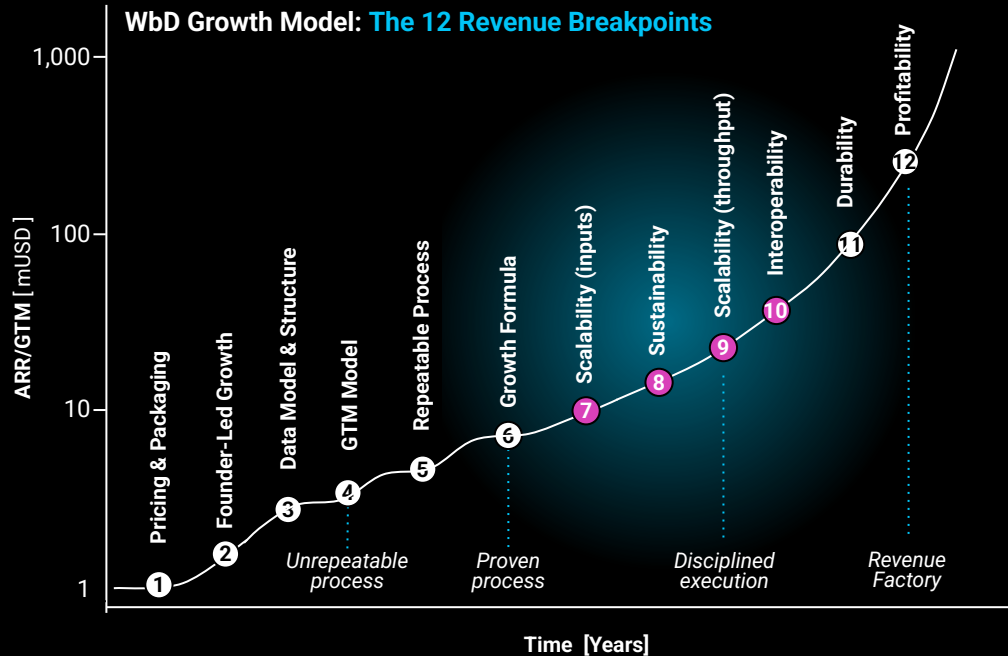
2 What Good Looks Like

3 Implementing AI

Expansion-led Growth



Expansion as a primary revenue driver



Three types of revenue

- Acquisition
- Renewal
- Expansion

- Churn reduction creates the potential for expansion
- Expansion prediction engines based on previously unavailable insights
- Expansion plays - next-best actions

What Great Looks Like

Creating a sustainable AI use case

Today's challenge is tomorrow's key to growth

PAST

Human-led growth

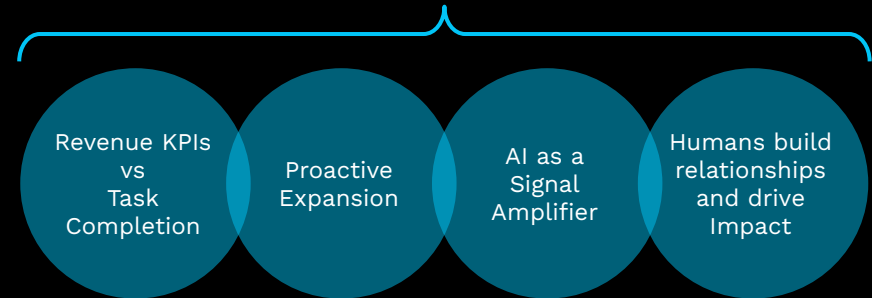
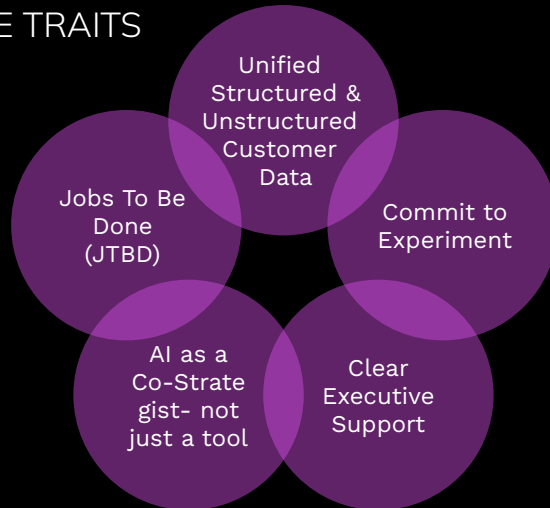
PRESENT

AI-led growth

FUTURE

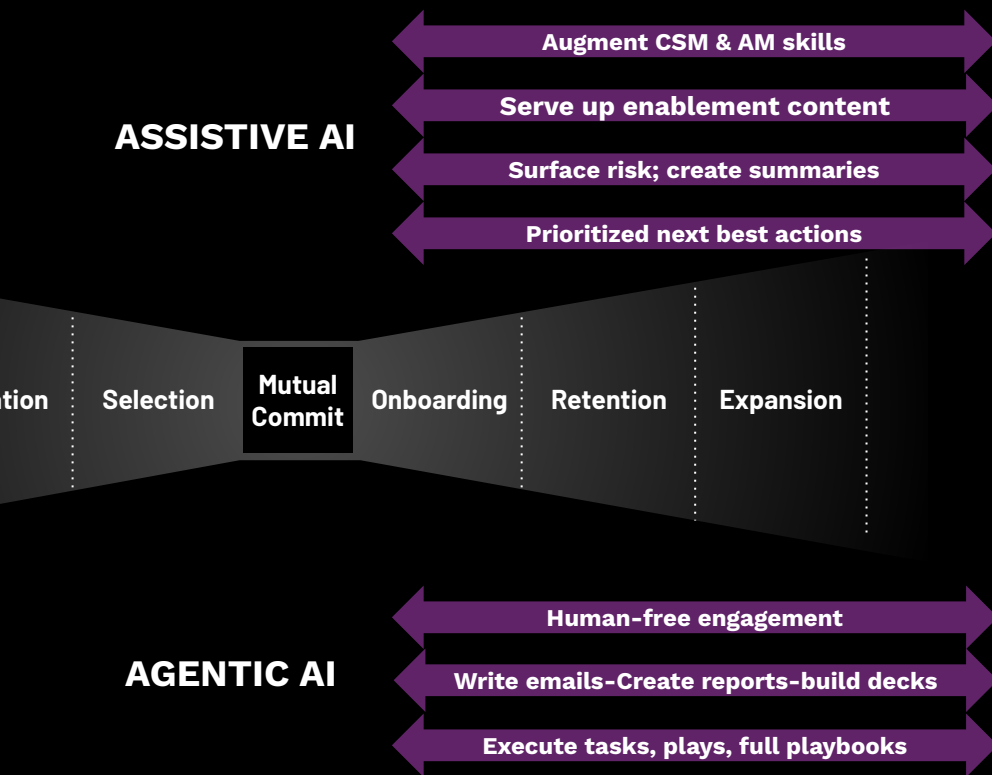
Scalability & Strategic Operation

FIVE CORE TRAITS



IMPACT
SUMMARY

Sample Use-Cases

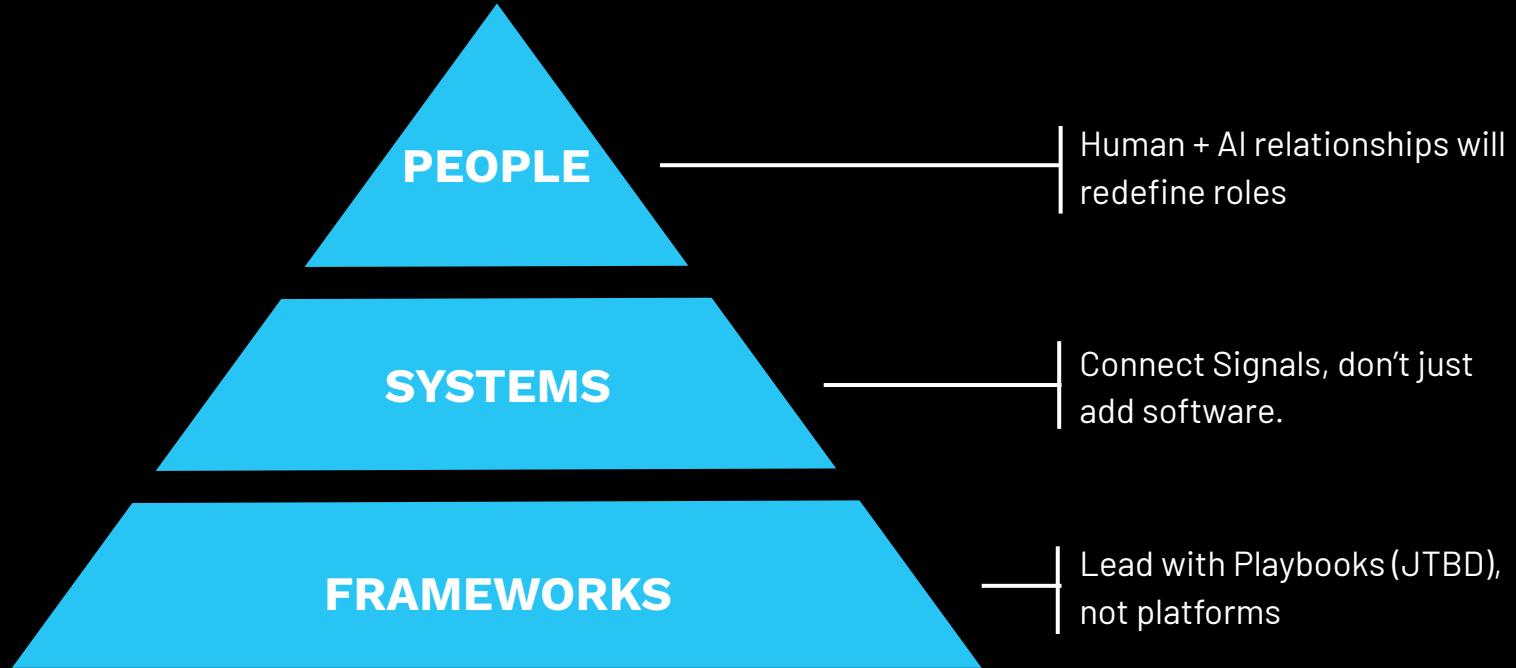


IMPACT

- Lower Cost To Serve (CTS)
- Identify churn risk sooner
- Prioritize accounts and tasks
- Accelerate growth
- Increase CSM/AM Customer Ratio
- Surface previously unrecognized opportunities

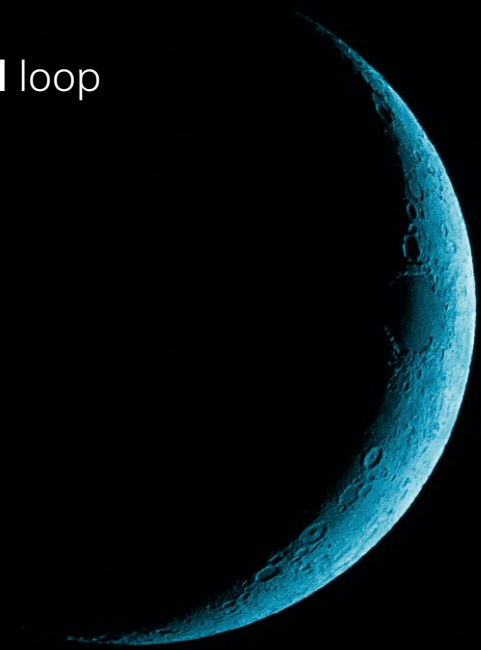
Implementing [AI]

Strategic Implementation of AI



Strategic Implementation of AI

- Start small with a **Minimum Viable Signal** loop
- **Map** your journey
- Identify **meaningful signals**
- Deploy AI in **specific moments**
- **Measure** results
- **Expand** from what works



Try a sample:
[Check out our Research Library](#)

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Build Your 2025 AI GTM Strategy

Unlocking Expansion Revenue using AI

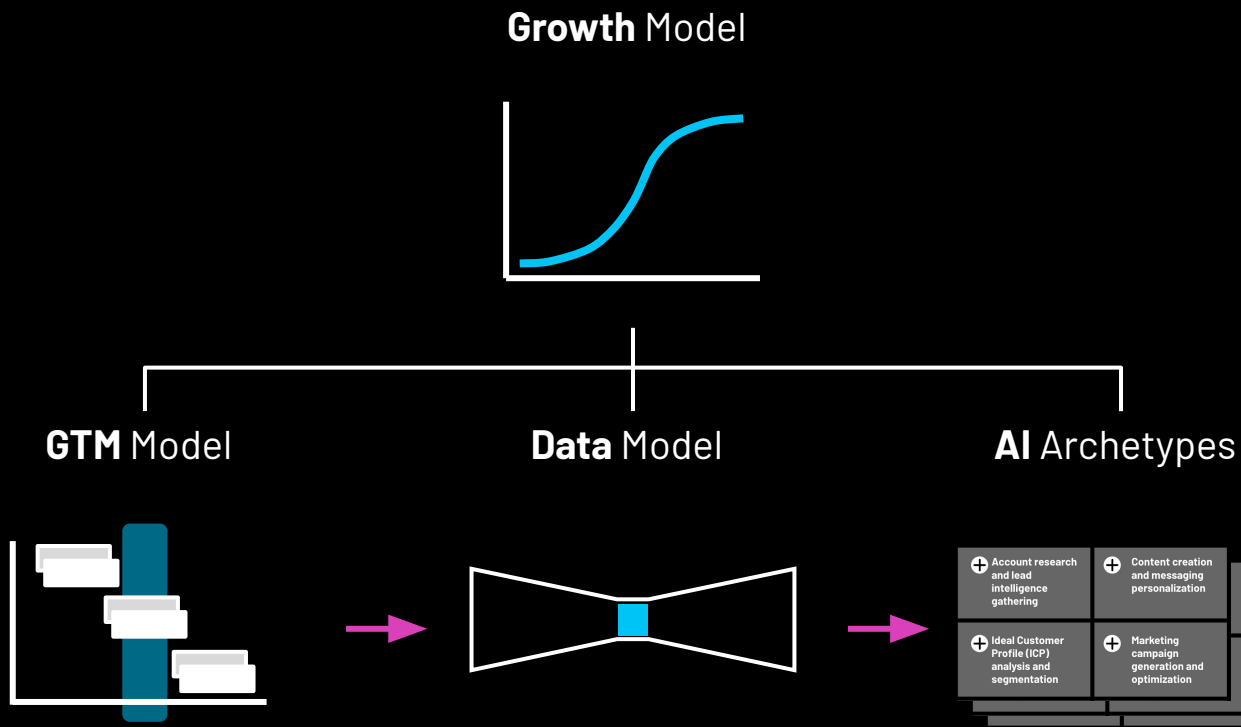


David Boyce
Chairman WbD



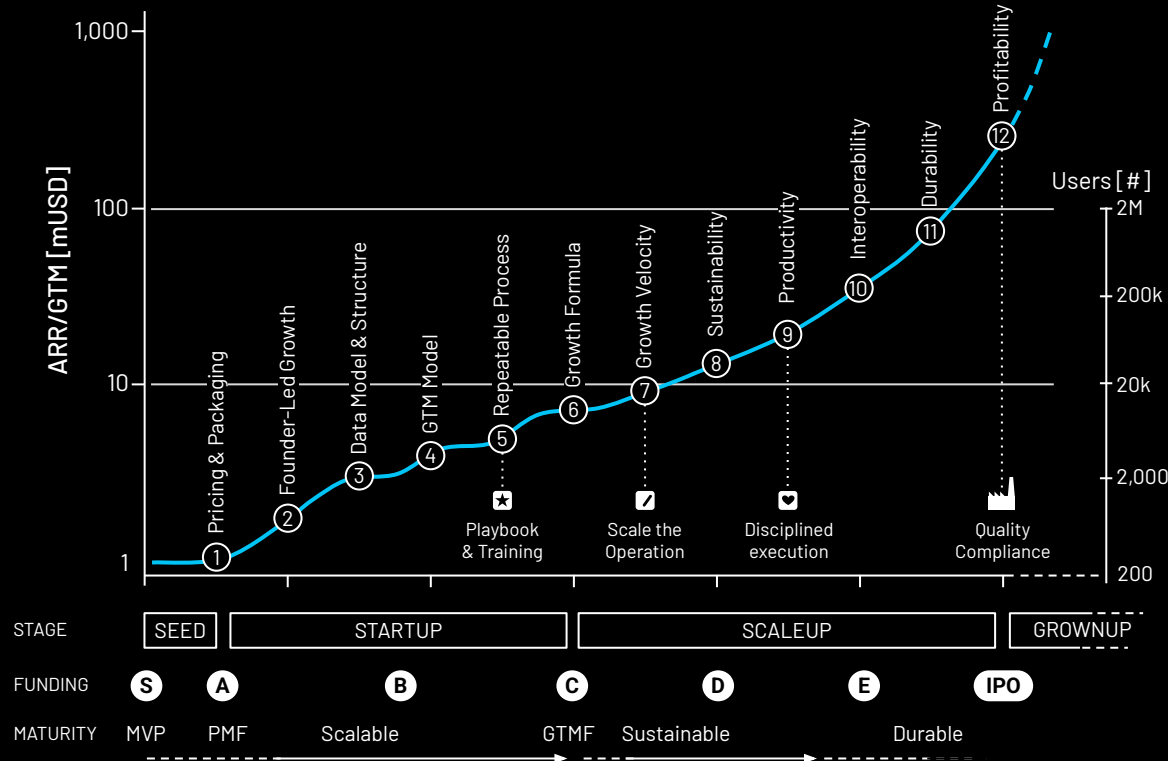
Walter Velazquez
Revenue Architect

Roadmap To Growth Architecture



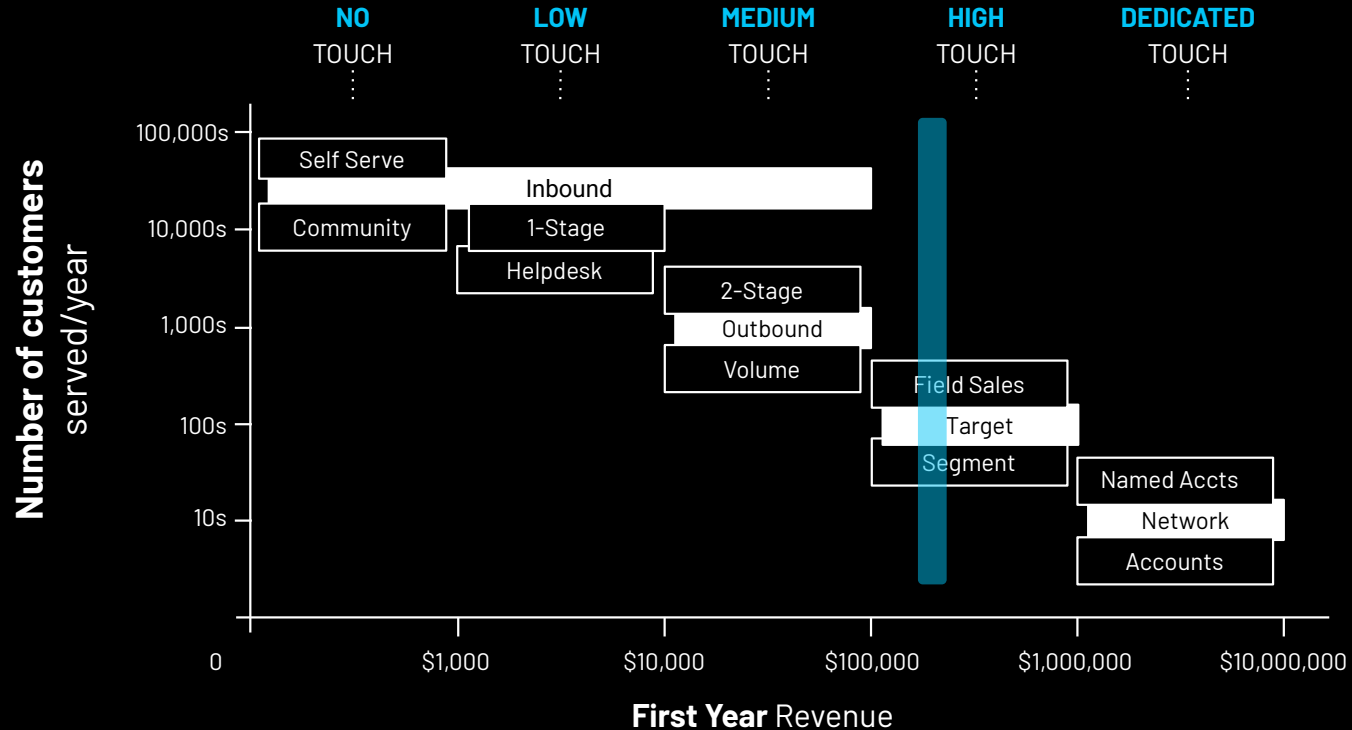
Growth Model

12 Revenue Breakpoints



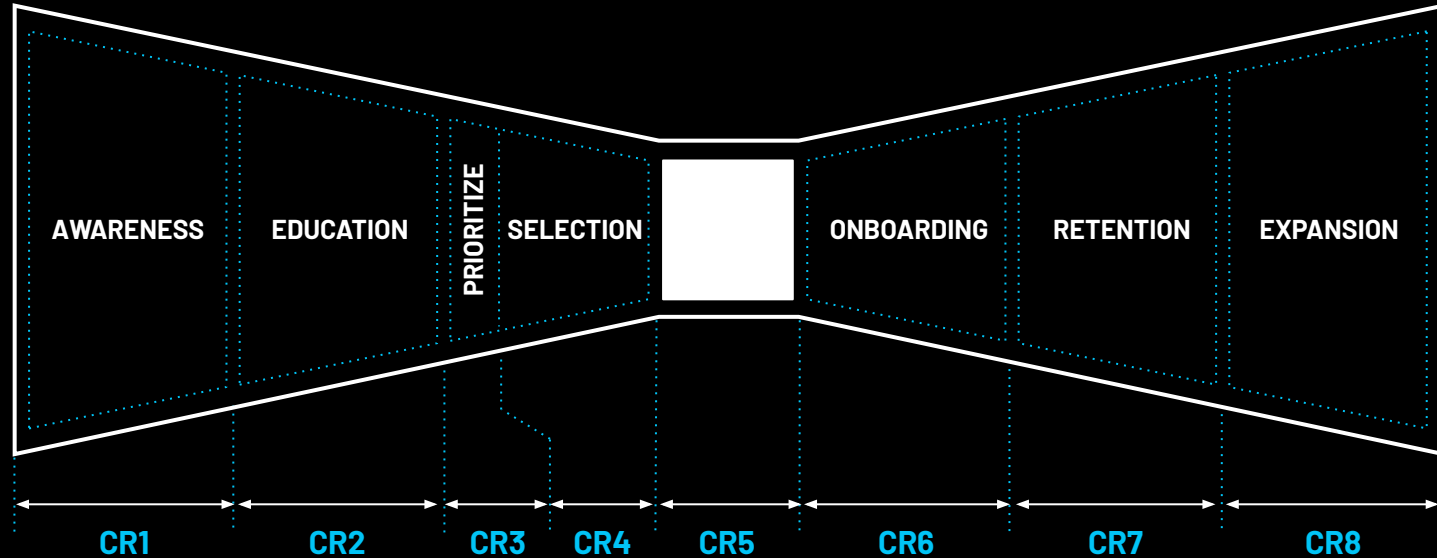
GTM Model

Common GTM Motions



Data Model

Full Customer Journey



AI Archetypes

AI Assistive



Empower individuals by automating repetitive tasks, speeding up research, and closing skill gaps through AI-powered tools.

+ Account research and lead intelligence gathering

+ Content creation and messaging personalization

+ Ideal Customer Profile (ICP) analysis and segmentation

+ Marketing campaign generation and optimization

+ Automated meeting note-taking and summarizing

+ Project management task automation

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+ AI-powered CS (Customer Success) chatbots for ticket deflection

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+ AI-driven lead-to-customer journey management

+ Automatic task routing and prioritization based on account scoring

+ Intelligent revenue forecasting and pipeline management

+ Marketing-to-sales alignment through real-time campaign insights

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Enable AI systems to make decisions independently within human-set boundaries, frameworks, and objectives.

+ Fully autonomous revenue teams (sales, marketing, success) operating on set targets

+ AI systems self-adjusting GTM strategies based on market signals without human prompts

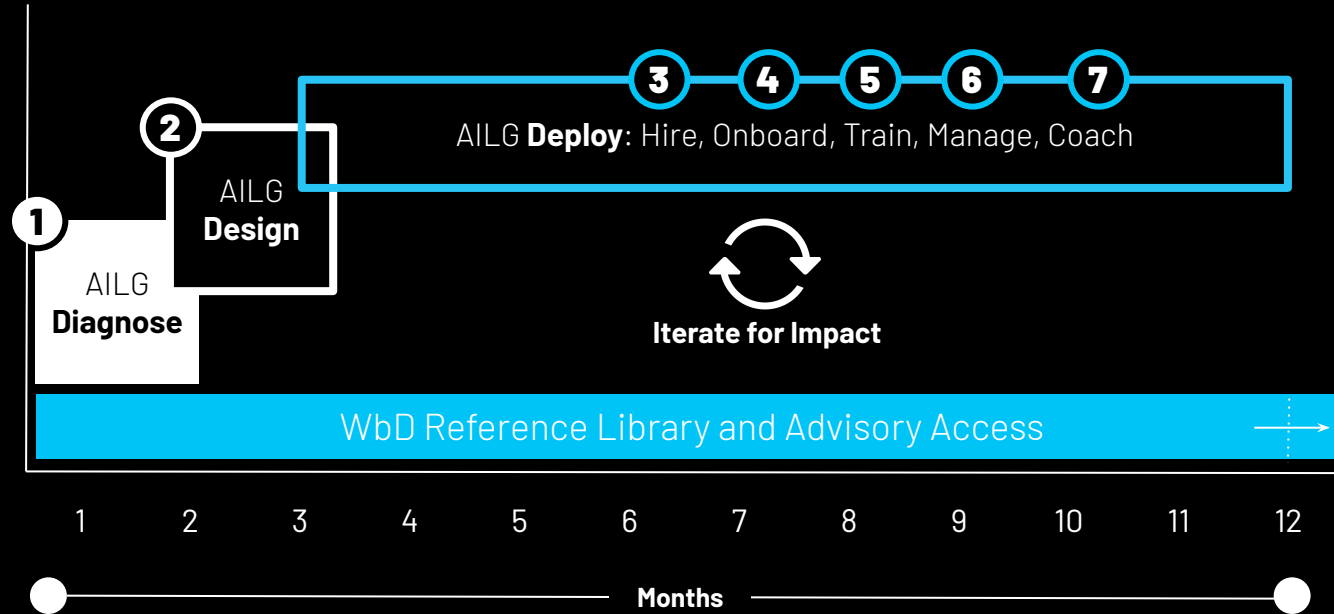
- ★ Tool access, team training, security, reinforcement.
- ★ Prompt engineering
- ★ Cross sharing and top down support

- ★ Define job descriptions, performance goals, enablement cycles, and feedback loops.
- ★ Continuous training and enablement

- ★ Integration with existing tech stack (CRM, ERP, CPQ systems)
- ★ Central governance of data sources and process flows
- ★ Change management and executive sponsorship

- ★ Framework design and guardrail enforcement
- ★ Exception handling protocols for edge cases.

AI-led Growth Guided Pathway



Try a sample:
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\$30,000/year

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[AI] Awards

IMPACT
SUMMIT

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Excellence in
AI-Powered *Marketing*

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Excellence in AI-Powered **Marketing**



Kevin White



Leigh Choate



Jon Teo



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AI-Innovation in *Sales*



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AI-Innovation in **Sales**



Chris
Geraci

mural



Manny
Adelstein

 **clay**



Frank
van der Vinden

deel.



Neda
Stoll

HubSpot



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AI-Transformation in *Customer Success*



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AI Transformation in **Customer Success**



Bruno Radice



Michael Davis



Manu Narayan



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Idit

Bar-Netz



Nathaniel

Sintros



Osman

Sheikhnureldin



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AI-Innovation in *Go To Market Excellence*



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AI Innovation in **Go To Market Excellence**



Jessica Chiew

Canva



Omar Chanoua

Kaseya



Kyle Norton

 **Owner**

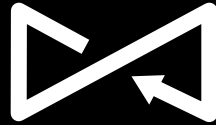


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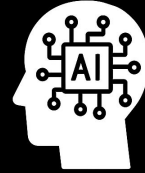
The Future of **Revenue Growth**.



..



..



Growth **Velocity**

Growth **Loops**

Ai-Led Growth

Thank You
You.

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