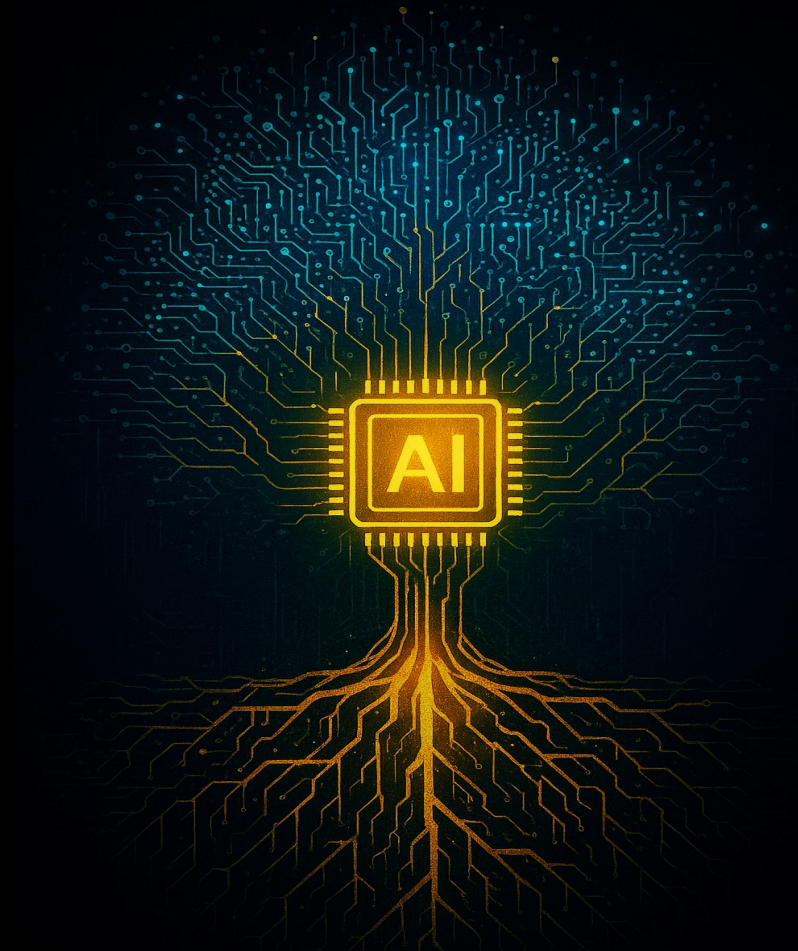


October 9th, 2025

GROWTH IN THE AGE OF AI

Winning by Design | Wintercircus | Ghent, Belgium



GROWTH IN THE AGE OF A
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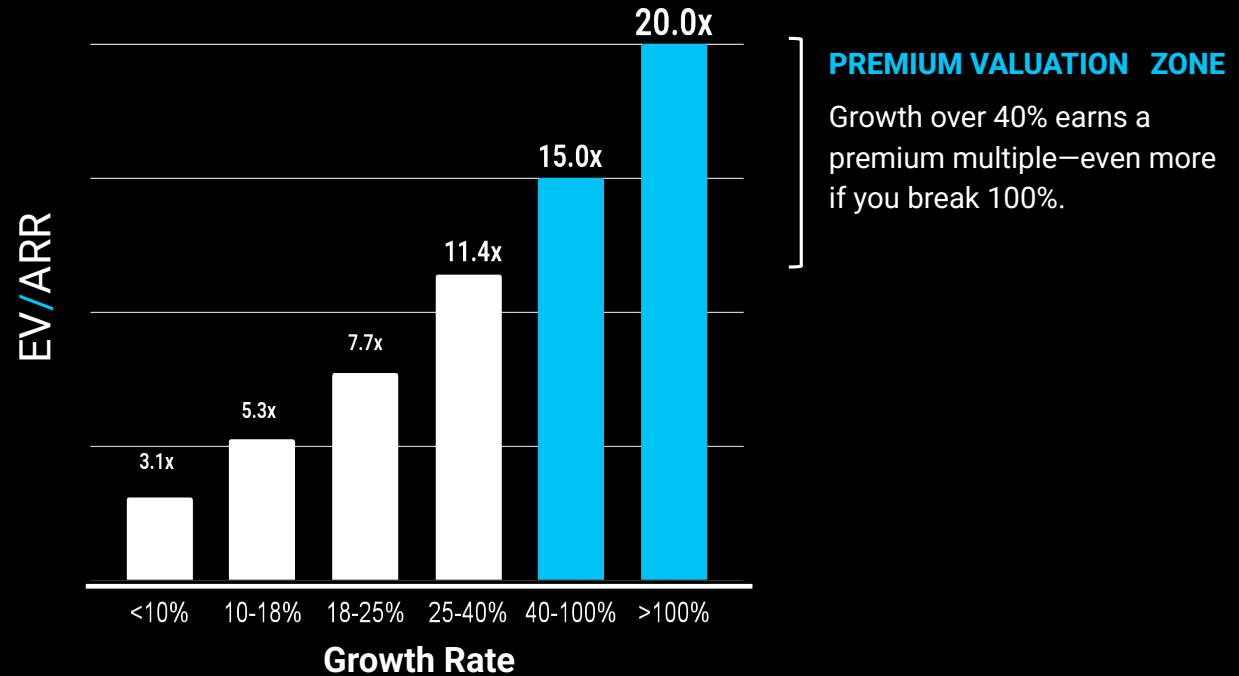
Grow Your Own Way

Jacco van der Kooij

Founder & CEO, Winning by Design

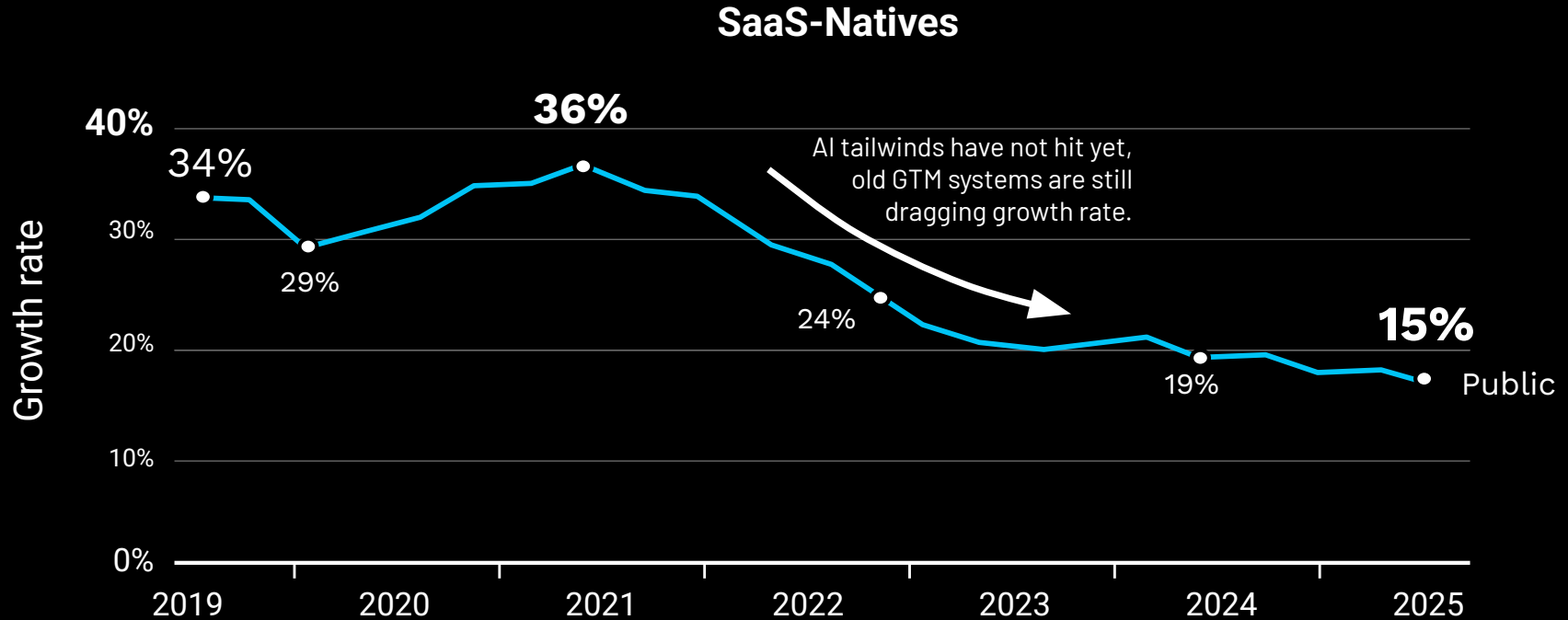


Growth rate will continue to be the dominant driver of premium valuation



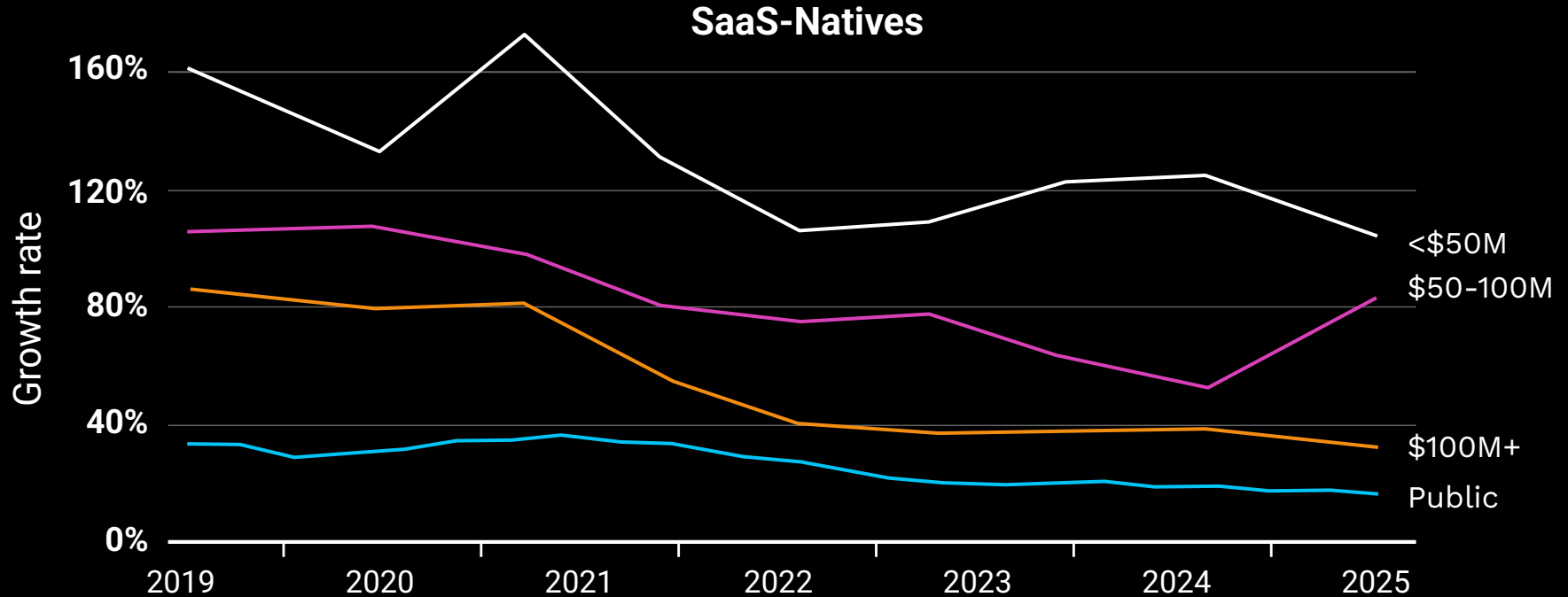
Source: Benchsights, white bars based on prices for public SaaS as of 5/2/25 (Source: Meritech, N=90). Blue bars are educated guesses based on the private market

SaaS-Natives growth is prematurely stalling (public SaaS)



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

SaaS-Natives growth is prematurely stalling (public and private SaaS)



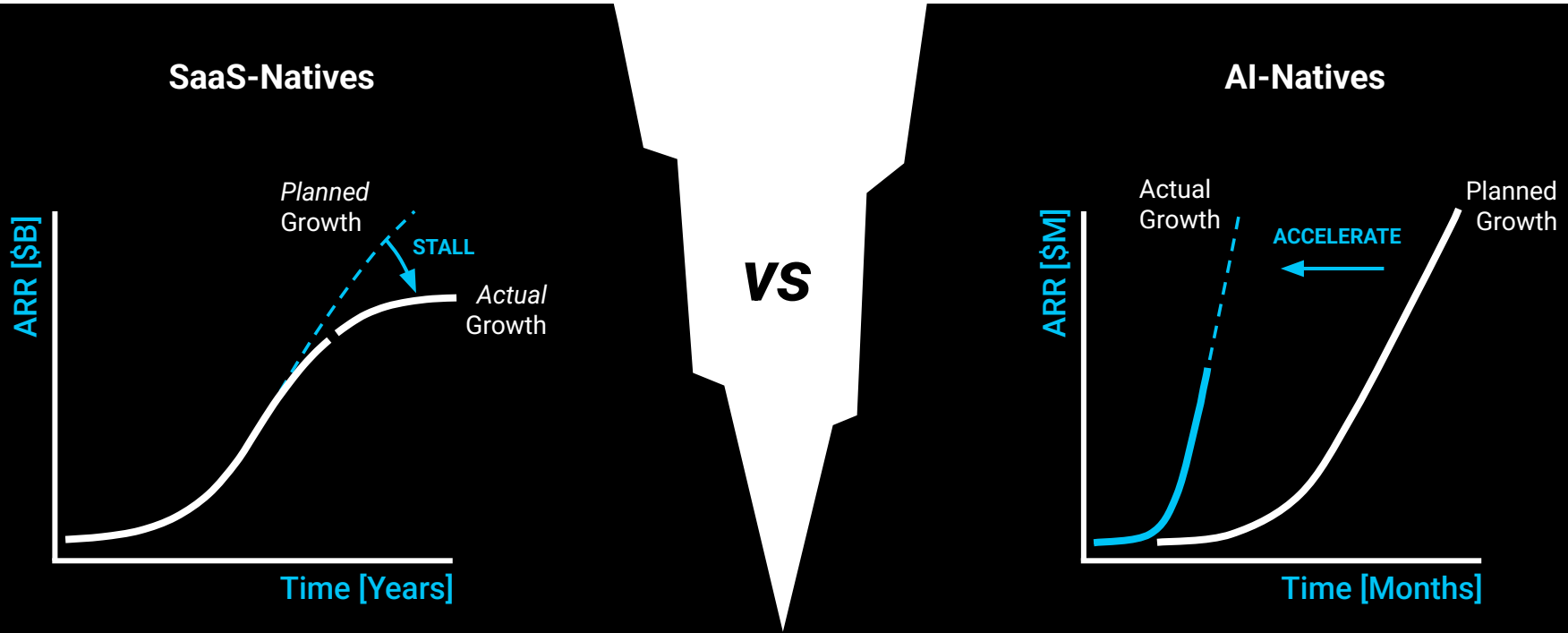
Source: Public, BenchSights N = 52 to 86, depending on year, and Private, Iconiq N=462 to 71 depending on year

AI-Natives accelerate growth faster than any generation before

ACCOUNT NAME	REVENUE (\$M)	TIME (MOS)
AI Squared	15	38
Anthropic	3,000	41
Aragon.ai	10	24
Bolt/Stackblitz	40	5
Cal AI	21	10
Codeium	100	38
Cohere	100	72
Crescendo	100	18
Cursor	500	24
Deepgram	22	108
ElevenLabs	100	24
Fyxr AI	10	7
Gamma	50	6
Genspark	10	0.3
Glean	100 to 300	7
Harvey	100	36
InVideo	61	16
Jasper	75	24

ACCOUNT NAME	REVENUE (\$M)	TIME (MOS)
Lovable	100	8
Magnific	10	12
Mercor	100	24
Midjourney	50	12
Mistral	100	16
Morphos AI	10	22
Perplexity	200	33
PhotoRoom	94	58
Runway	30	18
Replit	10 to 100	6
Sana	5 to 50	36
Scale	100	36
Stability AI	100	25
Synthesia	100	24
Torq	24	48
Windsurf	72	6
Writer	47	52
Vapi	10	12

This creates a growth chasm
Two different worlds, **drifting apart**



This creates a growth chasm
Two different worlds, **drifting apart**

SaaS-Natives

Time to \$10M ARR	5 years (10% 4 years)
RPE @ \$10M	\$100K–\$150K
Time to \$100M ARR	8–10 years, 10% 5 years
RPE @ \$100M	\$200K–\$300K

VS

AI-Natives

Time to \$10M ARR	12-18 months
RPE @ \$10M	\$200K–\$300K
Time to \$100M ARR	3-4 years, 10% 1 year
RPE @ \$100M	\$500K–\$1,500K

NOT SO TINY THOUGHT

In SaaS, champions and deciders are often not users.

In AI, users are often the champions and deciders.

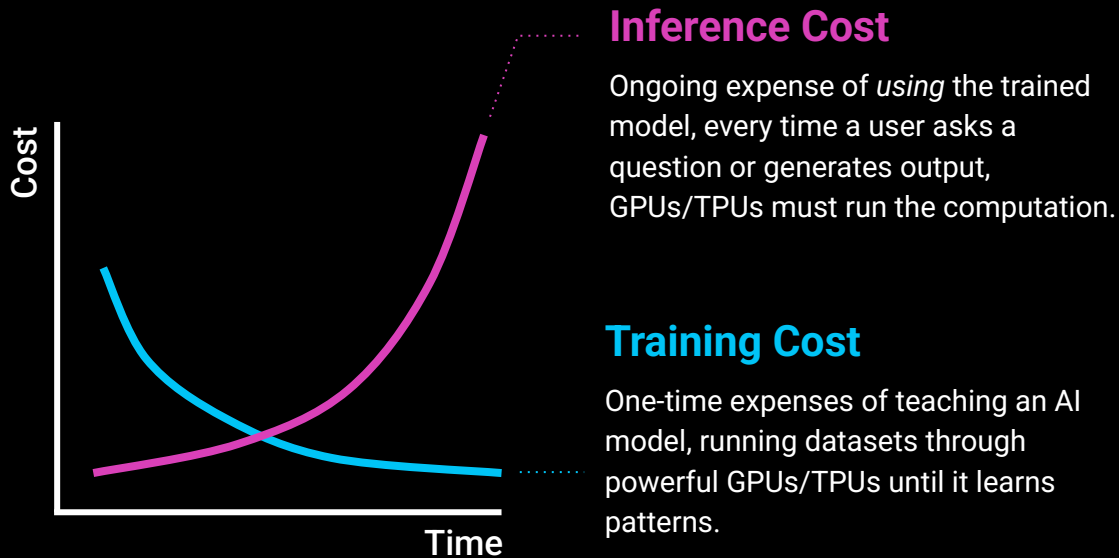
The moment the user became the decider, growth started to compound.

Inference Cost vs. Training Cost

In SaaS: Once software is built, the marginal cost per user is nearly zero.

In AI: Every use triggers cost, making marginal cost per user non-trivial and rising with usage. Providers are counting on these costs to decline over time.

Will pricing pressure from commoditization outrun cost reduction?



Source: Winning by Design

Where have we seen this movie before?

- 1990s** Web-Natives bought website traffic
Bet = eyeballs will become customers.
- 2010s** Mobile-Natives bought ad clicks/installs
Bet = they'll convert into customers.
- 2020s** SaaS-Natives buy Customers
Bet = they'll stay for years and pay back CAC.
- 2025+** **AI-Natives buy Usage**
Bet = costs will drop and customers will stick around.

In AI Freemium is very dangerous.

AI-Natives face a far more severe impact of freemium, because every free query burns cash at the gross margin level.

The evolution of software is based on evolution of growth loops

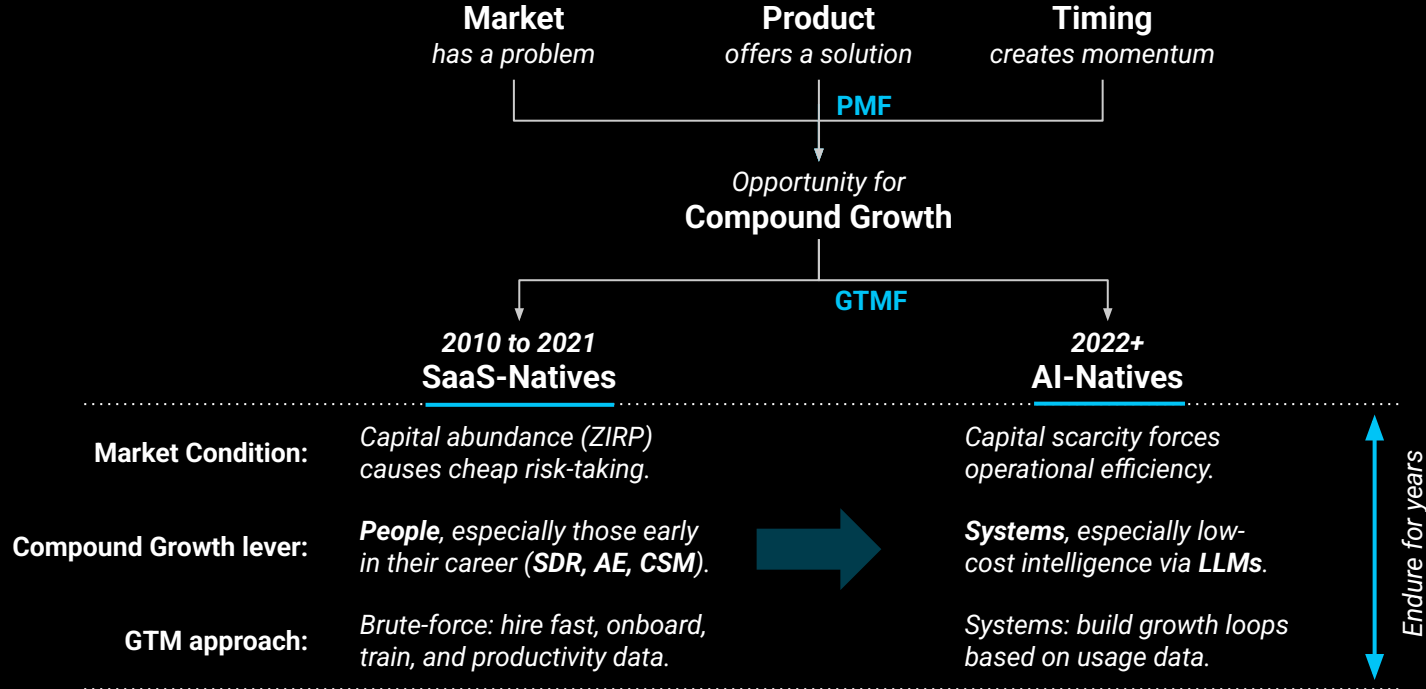
SOFTWARE ERA	WHO CLOSES THE LOOP	LOOP SPEED	WHAT POWERS THE LOOP
Perpetual Software	Account Executive	Years	License sales, upgrade & support, and renewals
SaaS-Native (Sales-Led)	Customer Success	Months	Retention and expansion
SaaS-Native (PLG-Led)	The Product Team	Weeks	Usage, activation, and in-product conversion
AI-Native (Customer-Led)	The System	Real-time	Continuous feedback loops

Acceleration from Years to Real-time

- From *sales-led acquisition* → to *user-led adoption*
- From *long term contracts* → to *usage/consumption*
- From *human touchpoints* → to *in-product signals*

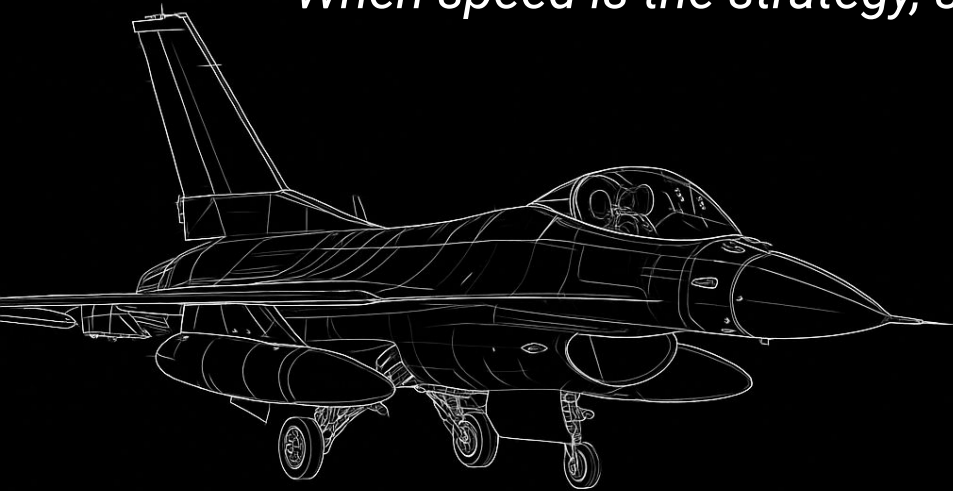
Growth Architecture has shifted: From people to systems

Winning by Design



NOT SO TINY THOUGHT

When speed is the strategy, systems become the solution.



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Growth Expectations From The Top

Private Equity Expectations Uncovered

Lauren Goldstein

Chief Growth Officer, Winning by Design



\$130B in AUM

800+ portco's

Thank you to our Expert Panel



Aurelien Dupuy
PSG



Jennifer Montague
Verdane



Richard Sgro
Insight Partners

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Compounding Growth

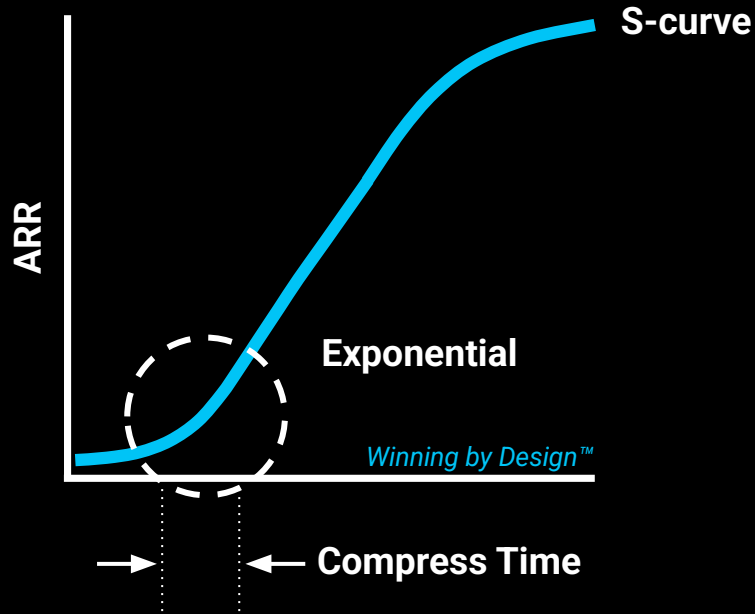
The Holy Grail of AI and SaaS Success

Dr. Dan Patterson

Chief Innovation Officer, Winning by Design

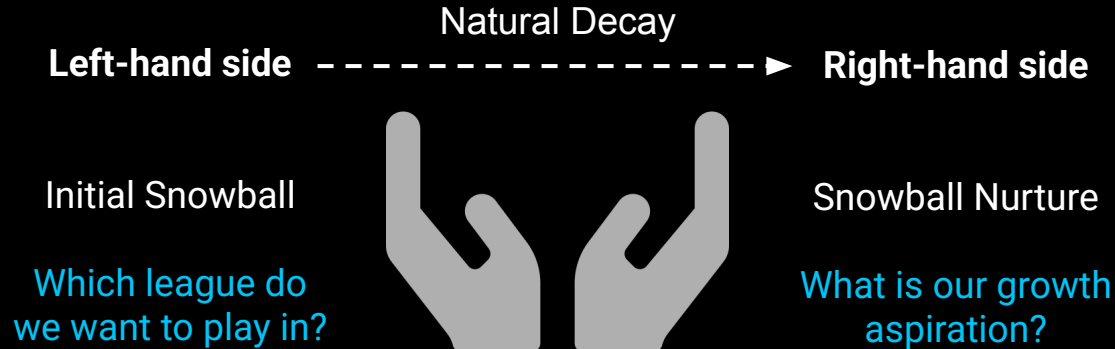
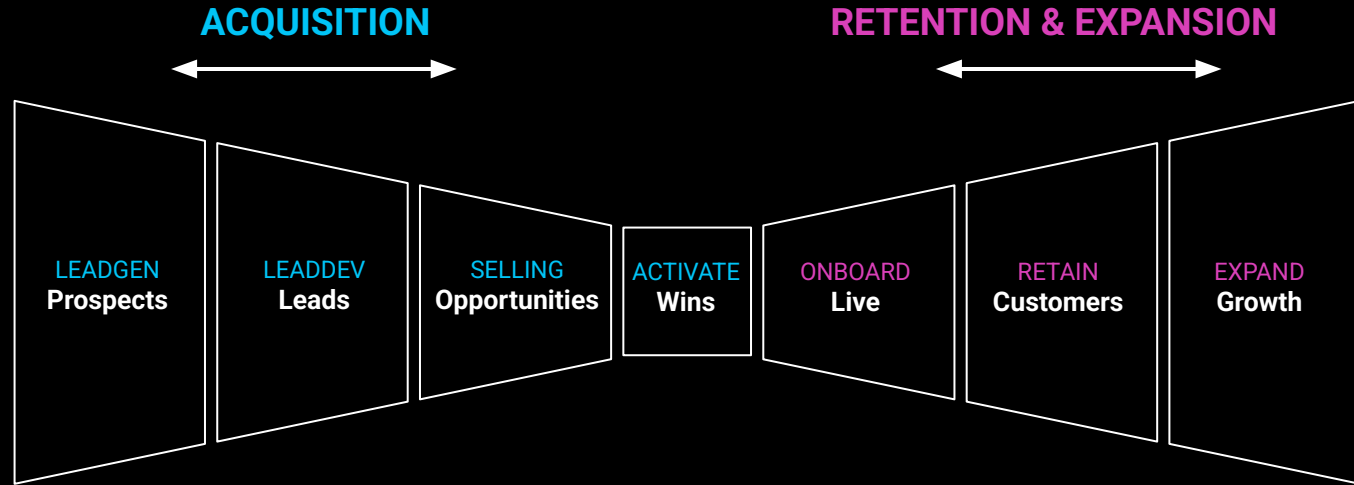


The uncomfortable truth: simple “growth” is actually *acceleration toward decay*.

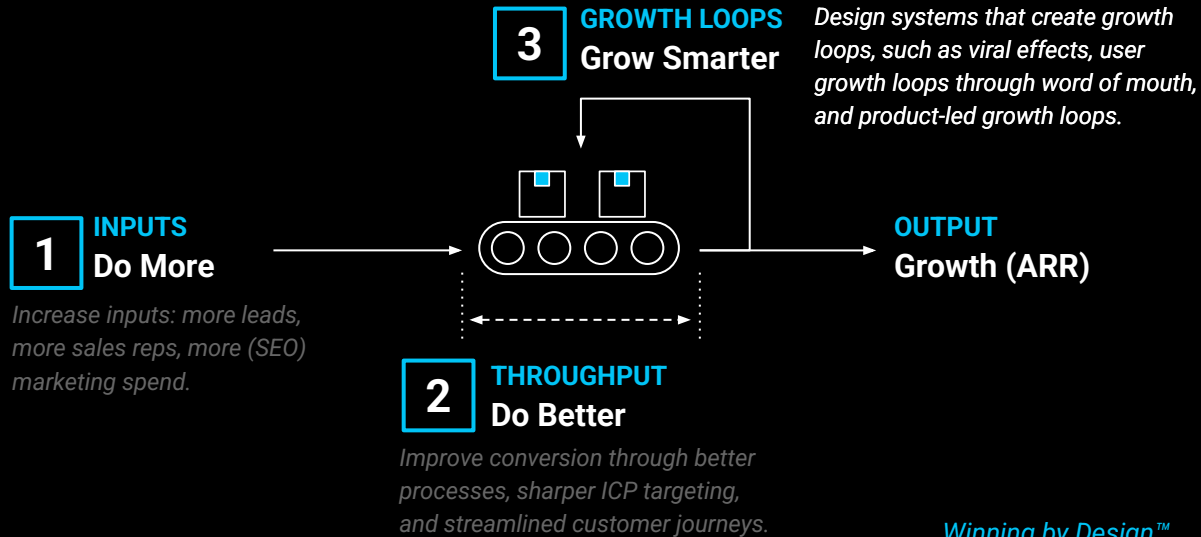


- The **illusion** is thinking we can scale by simply selling more.
- The **reality** is, compounding happens when *each win fuels the next*.
- It's **easier** to compress time than to chase volume.

The Complete Customer Journey



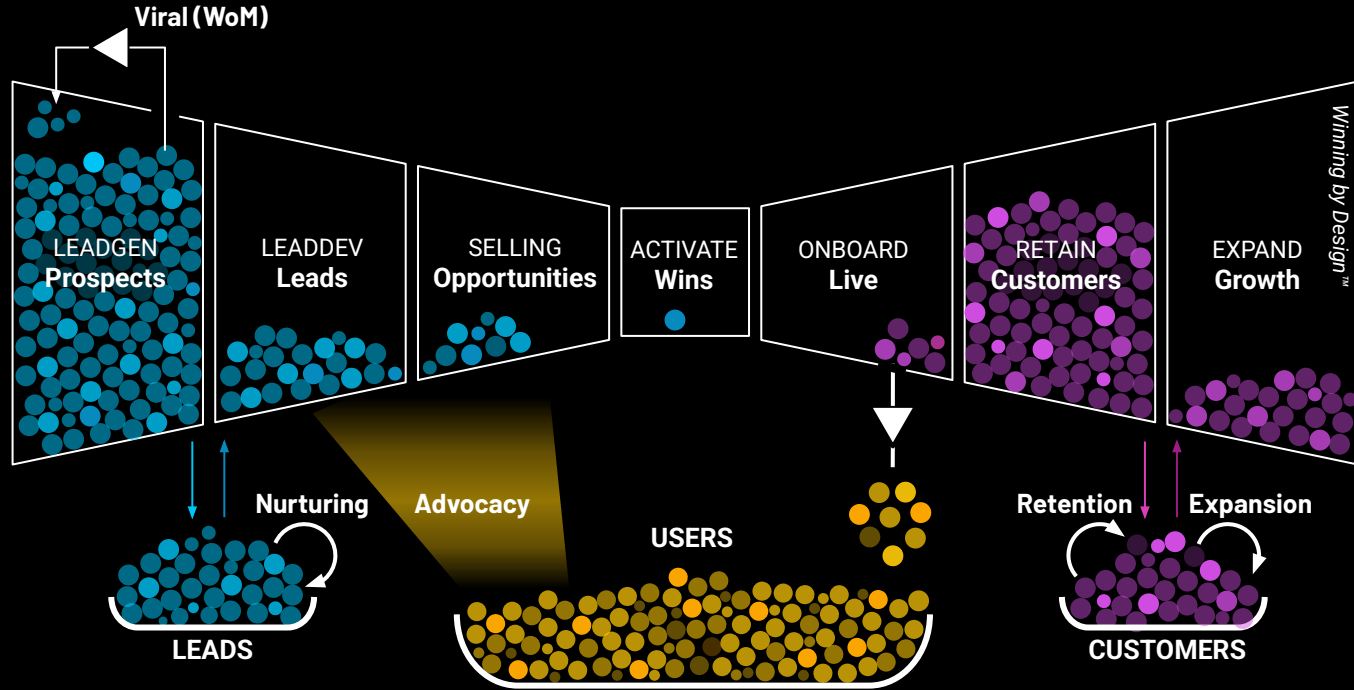
Where do **compound** growth levers come from?



Winning by Design™

Focus on those who love you!

AI-Natives User ~~Customer~~ Acquisition Journey

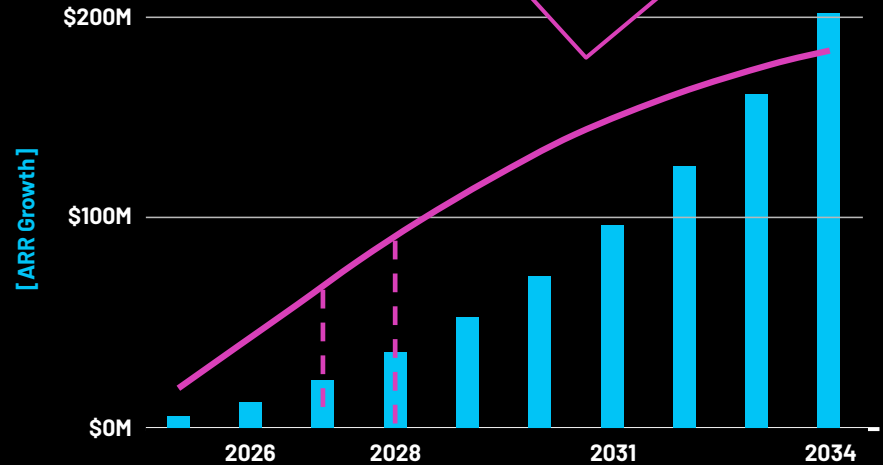


Self-reinforcing Journey

Example Impact of a User Loop

\$100M GTM Factory		
1,500 customers	1 in 25 users creates an opportunity	111 extra deals
12 users per customer	650 additional opportunities	\$6M gain on \$20M
19,200 users		

- 28% acquisition gain
- 50% ARR gain in 3 years
- 12-month acceleration
- 33% velocity increase



Source: Winning by Design

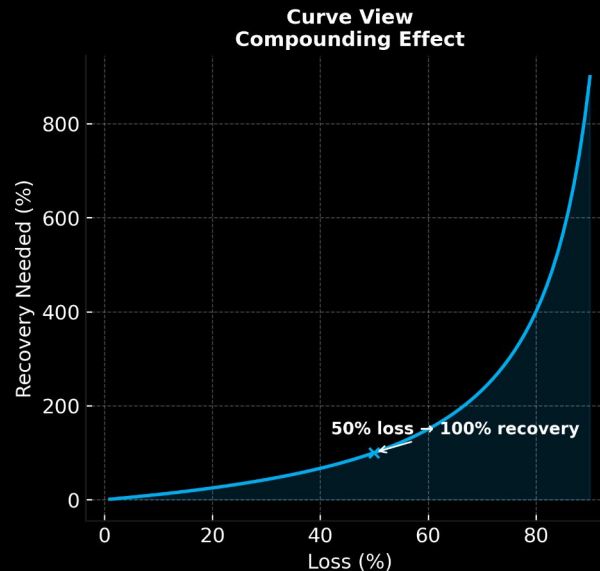
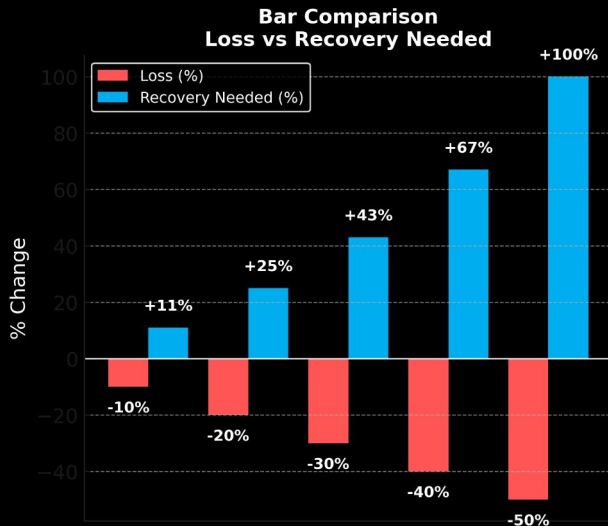
This is Not a SaaS-Native vs. an AI-Native Battle

In the new era, winners will act like AI-natives—compounding faster, yet without the turbulence:

- Master the **mechanics** of compounding growth
- **Fuse humans and AI** inside every growth loop
- **Course-correct** in real time, not in hindsight

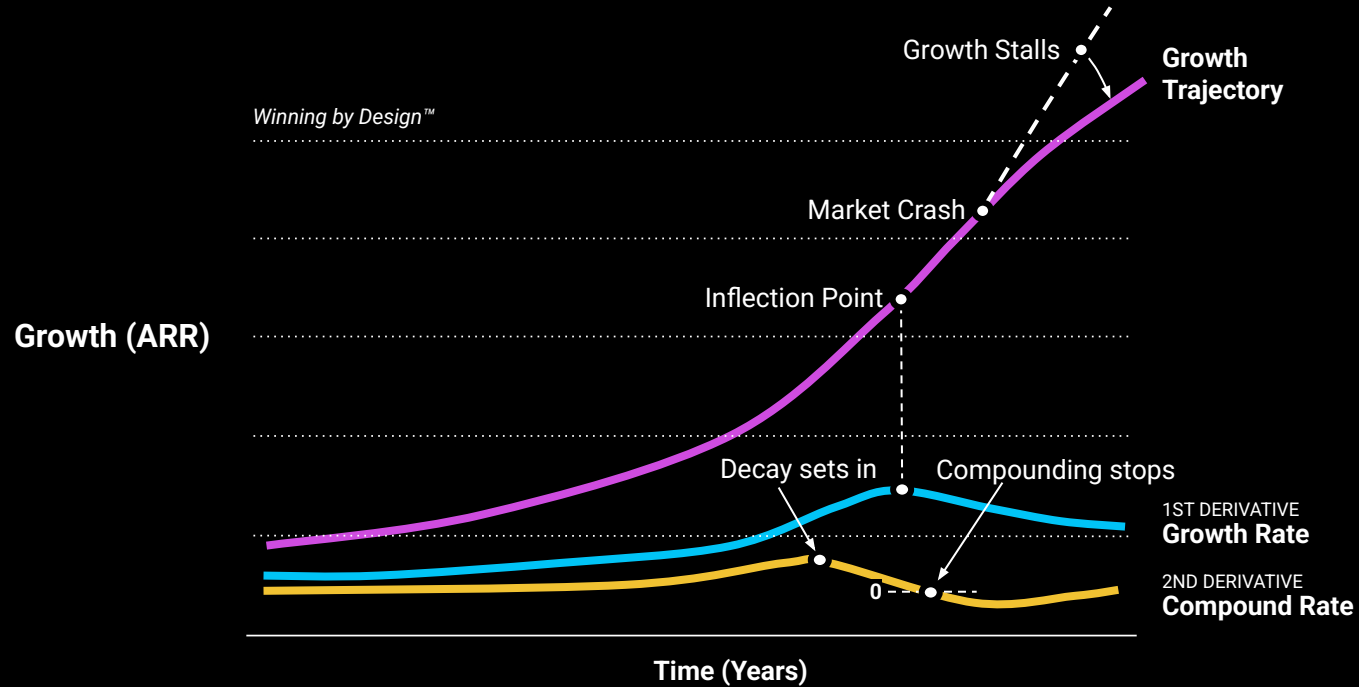
→ The outcome: compound growth — *not* compound cost.

Keeping NRR Above 100% is Harder Than We Think



- Recovery takes more % effort than the churn % loss
- This gets worse the bigger the churn
- We need to focus on minimizing churn

Are We Compounding, or in Decay?



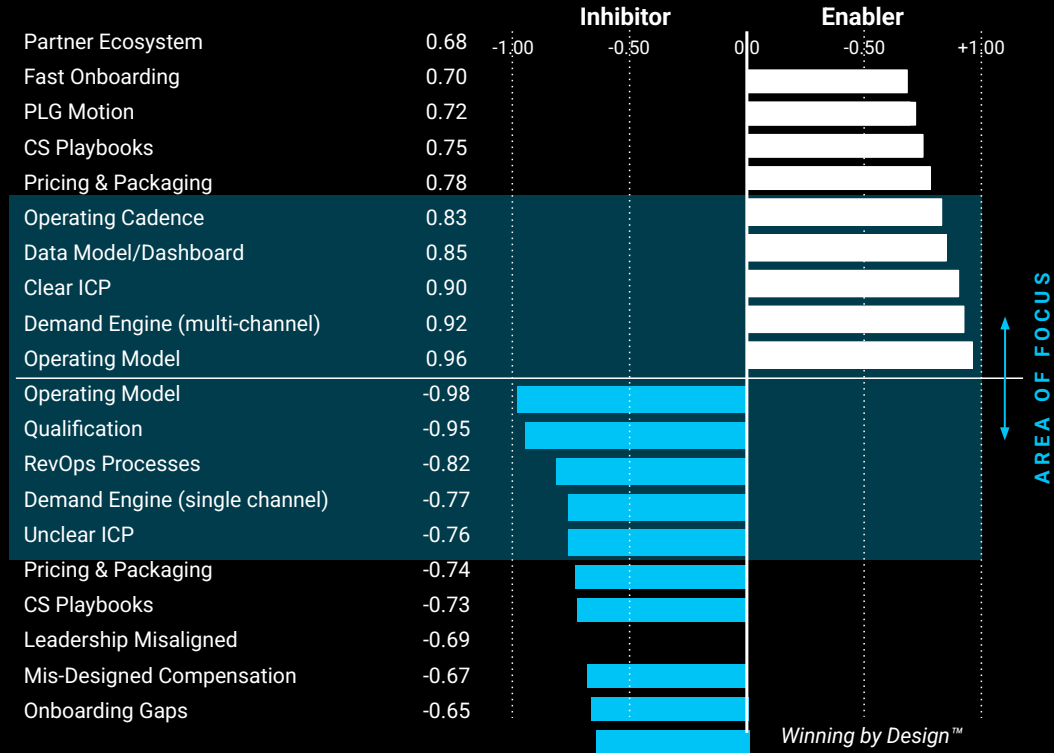
Living on past momentum.



Characteristics of Successful Compounding Growth Organizations

Research Findings

Quantitative Findings



Source: Winning by Design

Findings – Top Compounding Enablers

01

Operating Model

The organization has a standardized way of working — shared data, language, and methodology that aligns the entire company across the customer journey.

SPICED OPERATING
MODEL

02

Data Model

Real-time customer journey metrics from acquisition to retention to expansion.

Conversion rates, time in stage, and volumes are tracked and benchmarked.

BOWTIE DATA MODEL

03

Multi-Channel Demand Engine

Multiple GTM motions, channels, and campaigns working together.

Buyers don't buy in one dimension — therefore, we shouldn't sell in one dimension.

GTM
MODEL

04

Clear ICP

Clarity on who the company is built to serve — ensuring fit, retention, and expansion.

User loops remain active.

GROWTH
MODEL

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AI Readiness Workshop

Real World Examples Across The Bowtie

Shari Johnston

Chief Operating Officer, Winning by Design



89%

of GTM teams plan to
increase AI investment in
the next 12 months.

**WbD AI-Led GTM Growth Survey, conducted in April 2025*

Stated Top Adoption Issues

(In Order)

1. Budget constraints

Limited budgets are 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.

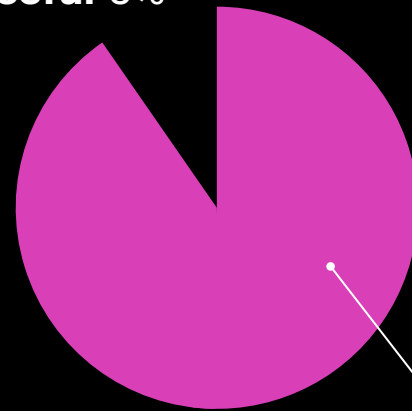
5. Unclear ROI

Difficulty quantifying tangible returns from AI investments makes it harder to secure stakeholder commitment.

**WbD AI-Led GTM Growth Survey, conducted in April 2025*

MIT GenAI Divide Study Aug 2025

Successful 5%



95%

No measurable ROI

NOT SO TINY THOUGHT

The future of accelerated growth won't be defined by how fast AI evolves—but by how fast humans adapt and apply it.

AI GTM Archetypes

Framework for Getting Started

	Difficulty							
	AI Assistive		Agentic		Orchestrative		Autonomous	
	● ○ ○		● ● ○		● ● ●		● ● ●	
	Empower individuals by automating repetitive tasks, accelerating research, and closing skill gaps with AI-powered tools.		Systematically transition lower-complexity, high-volume human tasks to AI agents while maintaining – or improving – performance.		Integrate AI across functions and stages of the GTM process to ensure smooth, optimized, and consistent workflows.		Enable AI systems to make decisions autonomously within human-defined boundaries, frameworks, and objectives.	
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						
Winning by Design™								
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.	

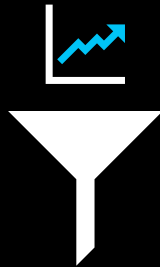
Harnessing AI prospecting tools to save time and grow pipeline



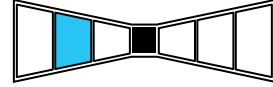
Saving Reps

2 - 5

Hours / Week



User Engagement



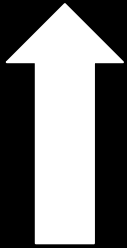
*Mural integrated PocusAI
Prospecting to combine internal
and external signals for outreach,
saving reps several hours each
week.*

Chris Geraci
Mural



AI tech used: PocusAI Prospecting

Embedding AI agents to turn CS into a true growth lever



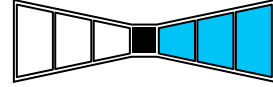
Gross Revenue
Retention



Net Revenue
Retention

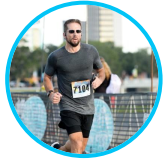


Cost To
Serve



Human used AI tools to automate manual tasks, free up time, and reduce tedious workload, allowing CS to focus on driving revenue.

Dan Page
Human



AI tech used: Gemini, Salesforce, Groove

WbD's (Internal) AI Agents



Jack

Position: AI Inbound SDR

Start Date: Jan 29, 2025

Mission: "Do better than the Contact Us form at converting web traffic to qualified leads."



Celeste

Position: GTM Intelligence Agent

Start Date: Feb 12, 2025

Mission: "Monitor all calls, emails, and project activity. Be available 24x7 on Slack for up-to-date account information (SPICED + details)."

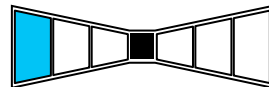


Cyril

Position: GTM Enablement Buddy

Start Date: October 1, 2025

Mission: "Ingest product information, pricing, use cases, customer stories, and offerings to equip sales with solutioning options, pricing and packaging guidance, and FAQs."



Leveraging an always-on SDR agent to uncover SPICED, build pipeline, and enhance CRM hygiene



HELD

2,030

CONVERSATIONS

193 HOURS OF LIVE ENGAGEMENT



GENERATING

> \$500k

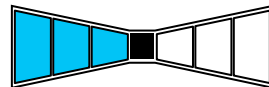
IN PIPELINE

Winning by Design employed Jack, an AI sales agent, to grow pipeline 24/7 and improve CRM hygiene for follow-on sales actions.

Shari Johnston
Winning by Design



AI tech used: 1mind Superhumans



Employing AI to grant greater visibility into deals and provide on-demand guidance



REDUCTION OF

160 HRS

IN ADMIN. TIME



GENERATED

35%

BOOST IN SALES

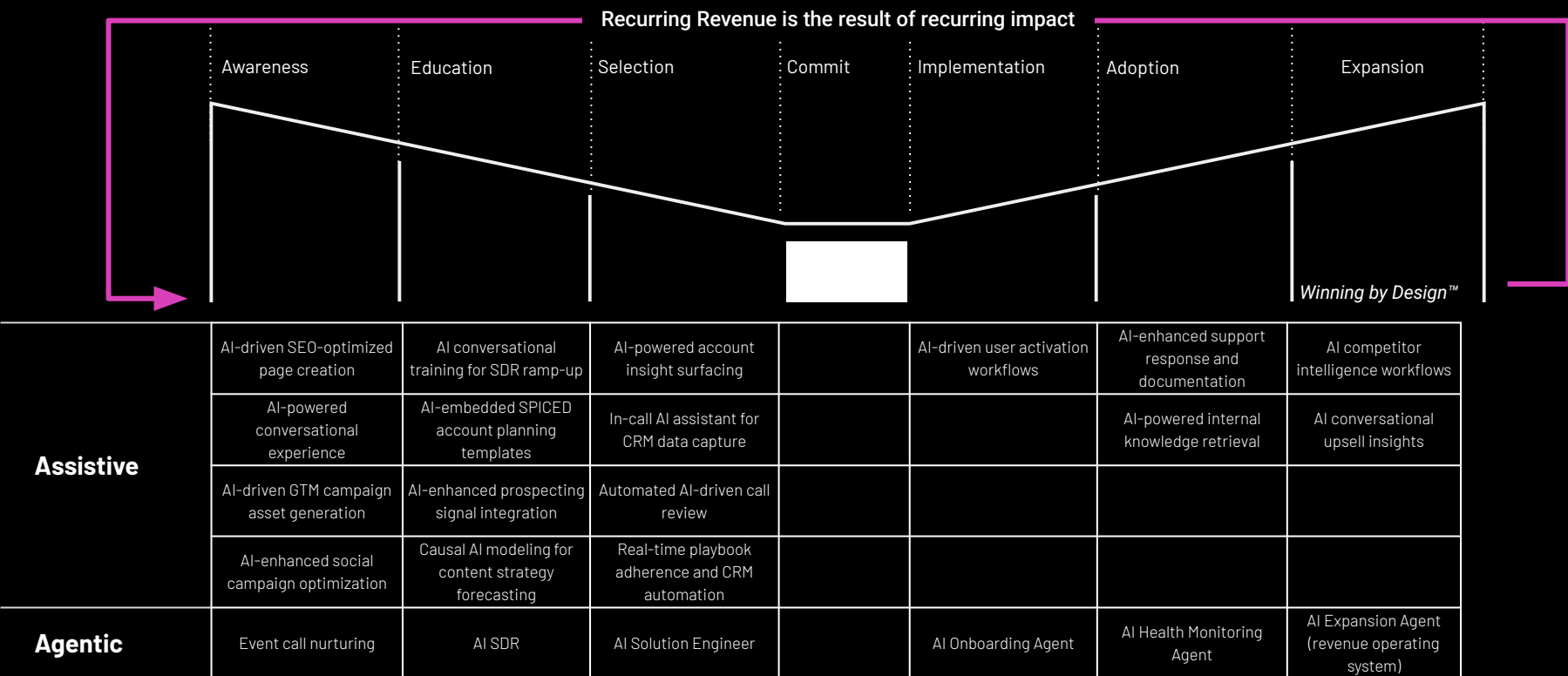
Fospha leveraged Hive Perform's AI solution to boost conversion rates and create more hours for reps to focus on what matters.

Tom Sheepshanks
Fospha



AI tech used: Hive Perform

Exercise – Identify Your Best-fit AI Use Cases Across the Bowtie



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>

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Unlocking Conversational Intelligence

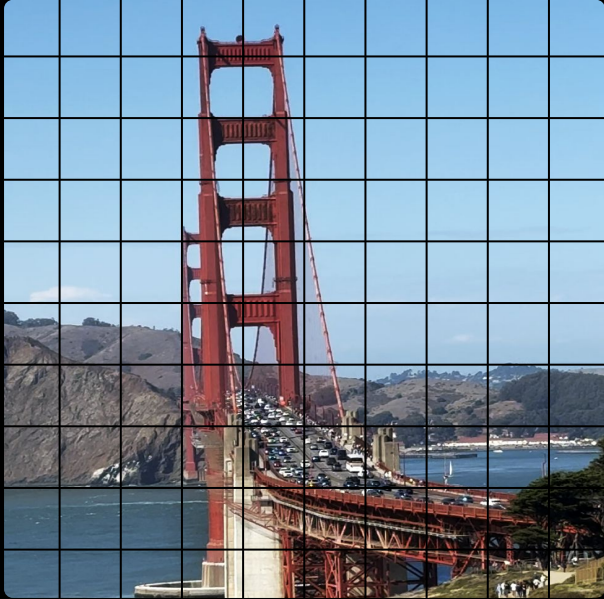
Dan Smith

Chief Learning Officer, Winning by Design

Winning
by Design



95% Of All Customer Data Goes Unused

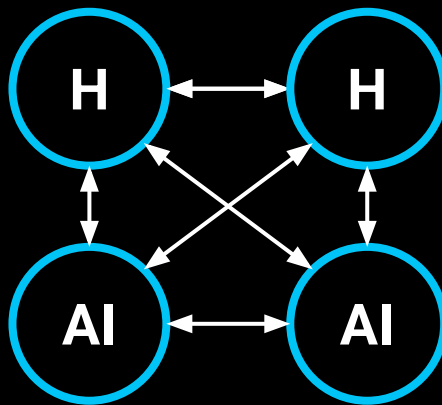


- Thousands of hours of growth intelligence go unused in most GTM systems.
- A common language transforms these fragmented interactions into a connected system where humans and AI work in harmony.
- Only C-Level leadership can break the silos and turn lost conversations into compounding growth loops.

NOT SO TINY THOUGHT

Unstructured data fragments your intelligence. A common language unifies it by letting each team keep their voice while creating a cohesive whole.

Structured Intelligence



01.

Humans with Humans

Using a common language to align every function on impact.

02.

Humans with AI

Making that language machine-readable so insights flow into systems to create growth loops.

03.

AI with AI

Enable connected systems across the customer journey to exchange intelligence natively.

NOT SO TINY THOUGHT

SPICED makes human conversations **machine readable**



Relevant background facts



The issue or opportunity



Specific outcomes that matter



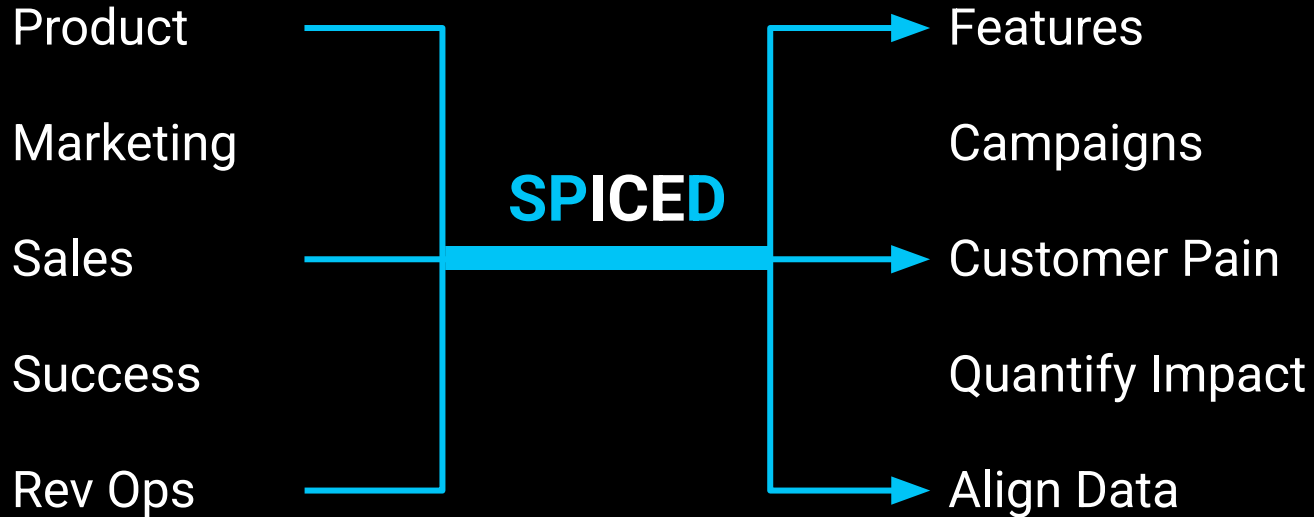
Catalyst for action



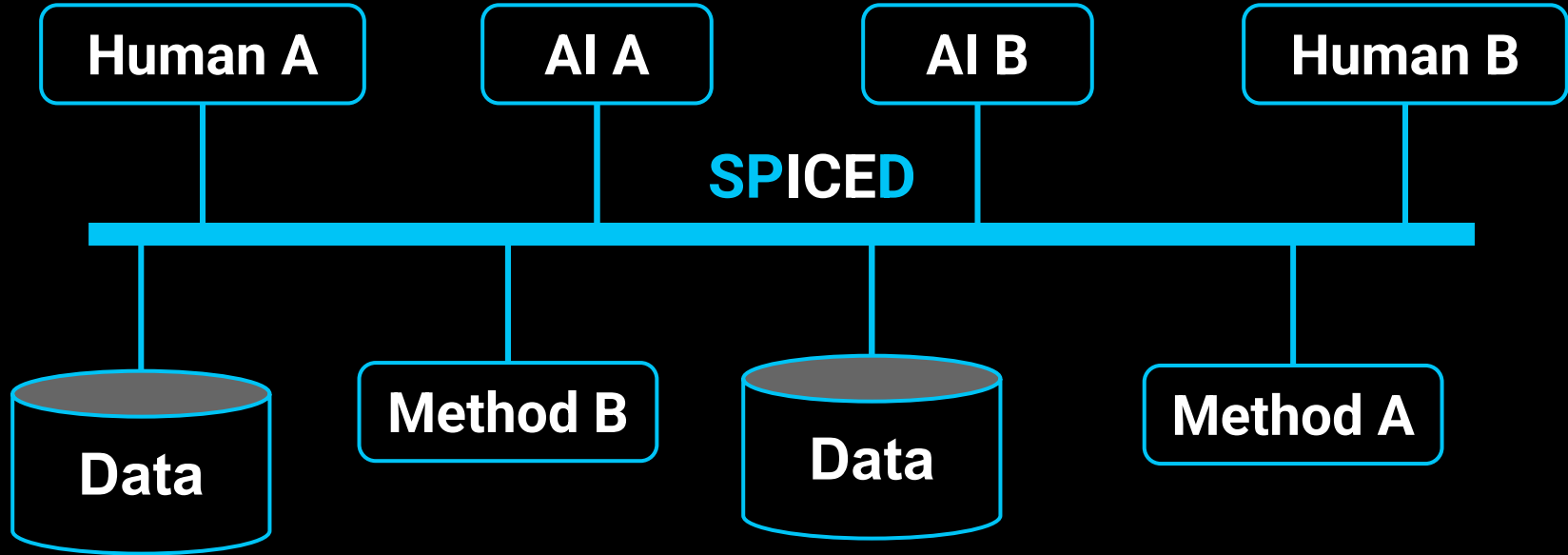
The people, process and criteria used select

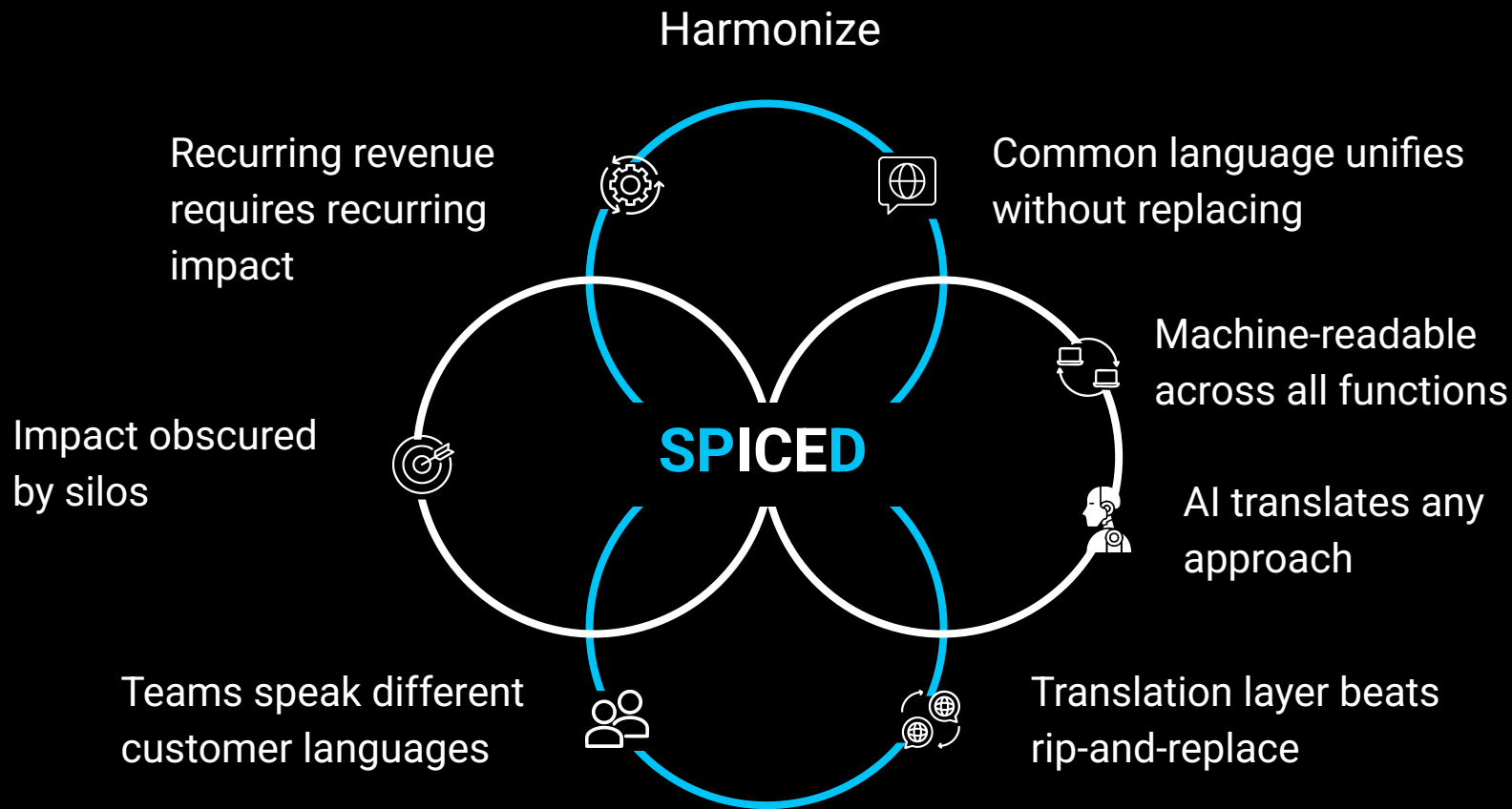
SPICED OPERATING MODEL

Humans with Humans – Orchestrate



Humans with AI – Common Language





Humans with AI

Capture Conversations

Connecting Apps to a System is what turns raw dialogue into usable intelligence.



Real-Time Data

Having data isn't the problem.
Getting it quickly enough to build the right thing turns conversations into compound growth

AI Extracts SPICED

From every conversation, structure insight when impact becomes machine-readable.



Standardize

It provides the common language that organizes information and enables understanding.

Patterns Emerge

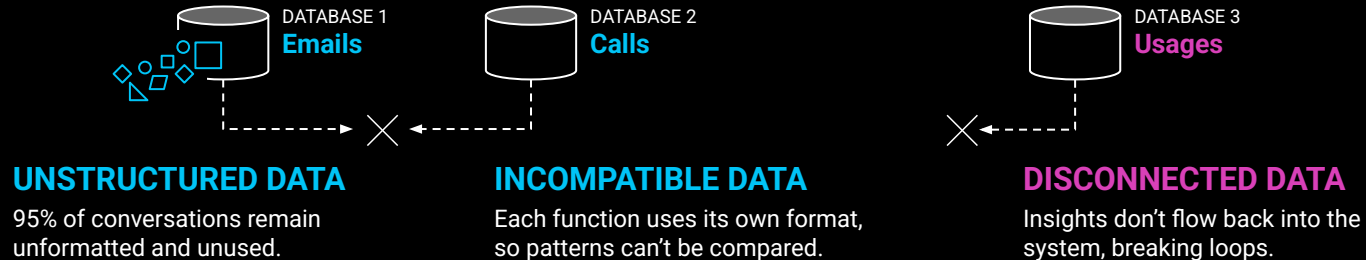
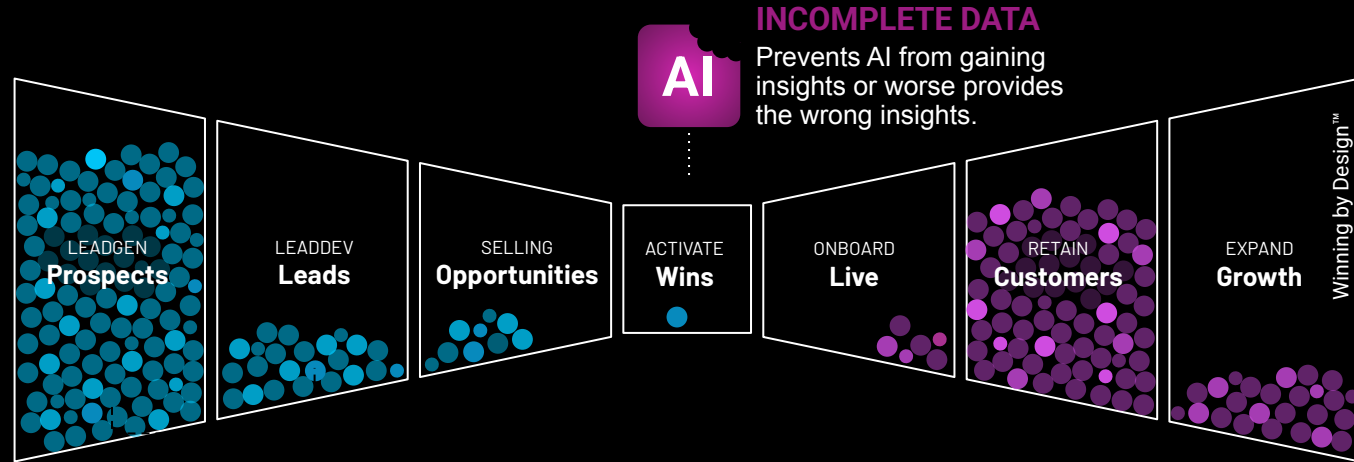
What feels random at the micro level reveals precision across thousands of convos



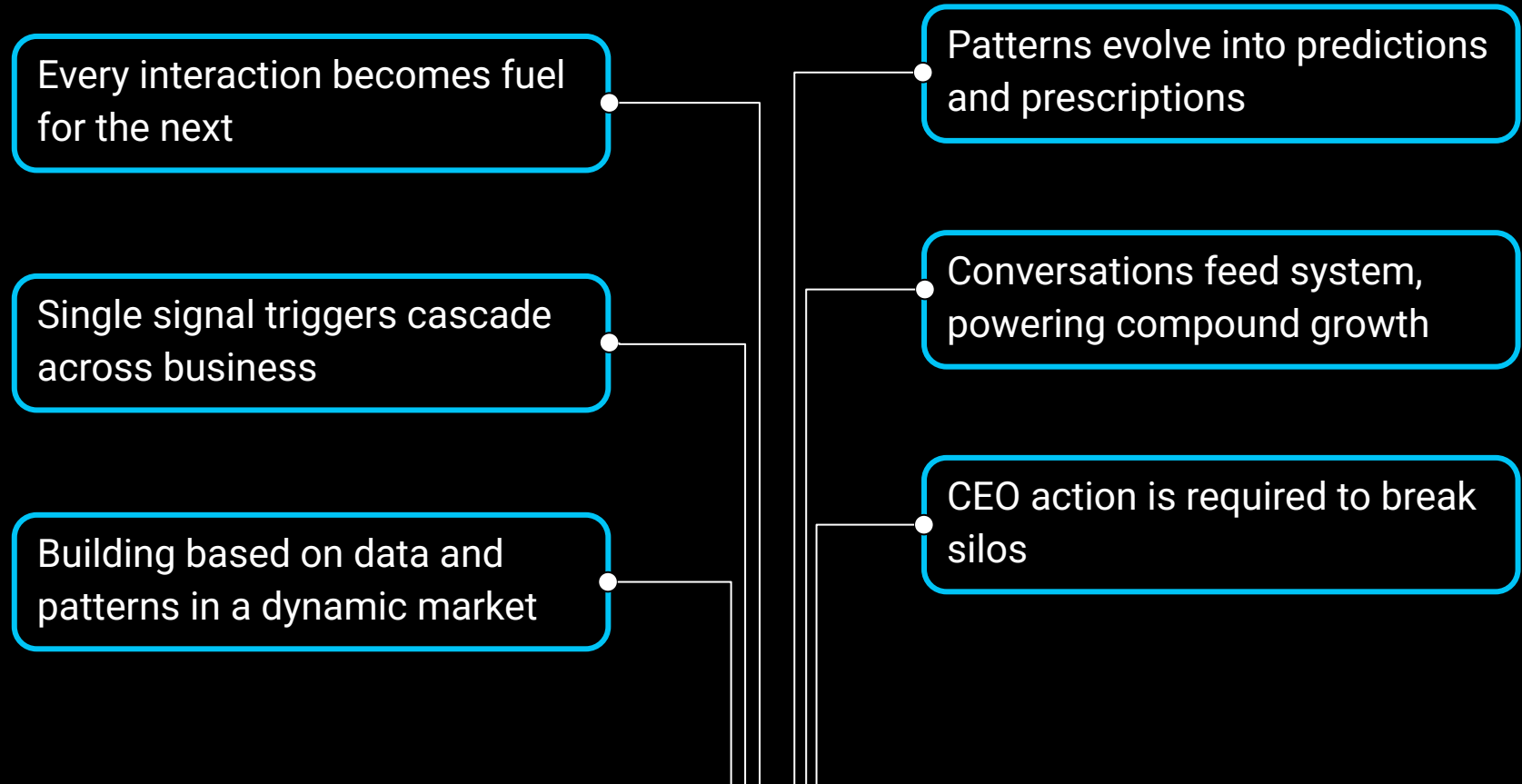
Enable Growth Loops

Once connected, every insight feeds back to accelerate the next one.

The Importance of Real-time Data



Growth Loops



Leadership Alignment

- ☐ Multiple disruptions rewrite rules of competition
- ☐ Lead a cultural shift from heroes to systems
- ☐ Mandate universality, but allow individual learning
- ☐ Invest in intelligence infrastructure: 8-12x ROI
- ☐ First movers seize advantage, lock out others
- ☐ **Connected systems require CEOs to take action**

NOT SO TINY THOUGHT

When everyone, humans and AI alike, speaks the same language, functions stop operating in silos and start working as parts of a coherent system.

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How Self-Service is Reshaping GTM

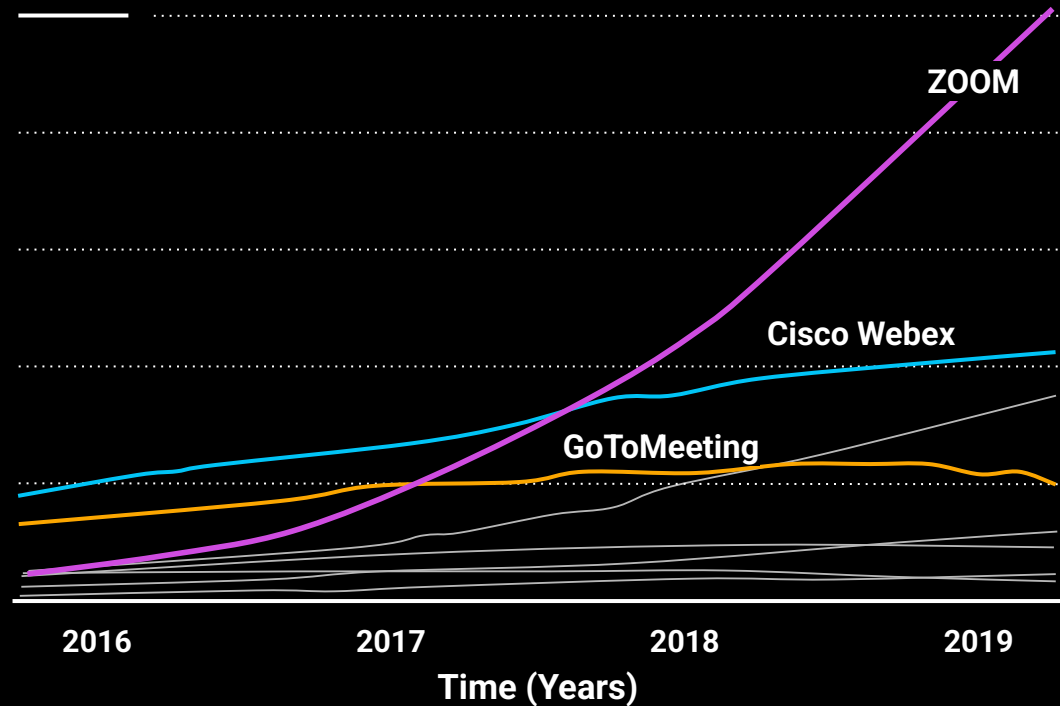
David Boyce

EVP Product, Winning by Design



Video Conferencing Market

Number of Customers



Video Conferencing Software Market, 2016-2019

Source: Winning by Design

Basic

Personal Meeting

Free

[Sign Up Free](#)

Unlimited 1 to 1 meetings

40 mins limit on group meetings

Host up to 50 participants

Unlimited number of meetings

- + Video Conferencing Features
- + Web Conferencing Features
- + Group Collaboration Features
- + Security
- + Advanced Options

Pro

Great for Small Teams

\$14.99/mo/host

[Buy Now](#)

All Basic features +

Host up to 50 participants

Need more participants?

Unlimited meeting duration for all meeting sizes

User management

Option to add more than 50 participants

Admin feature controls

Reporting

Custom Personal Meeting ID

Assign scheduler

1GB of MP4 or M4A cloud recording

Business

Optimized for Medium Business

\$19.99/mo/host

[Buy Now](#)

All Pro features +

Host up to 50 participants

Need more participants?

Phone support

Admin dashboard

Vanity URL

Option for on-premise deployment

Managed domains

Single sign-on

Company branding

Custom emails

LTI integration

Enterprise

Large Enterprise-Ready

\$19.99/mo/host

[Contact Sales](#)

All Business features +

Enhanced admin features

Extended support and customization options

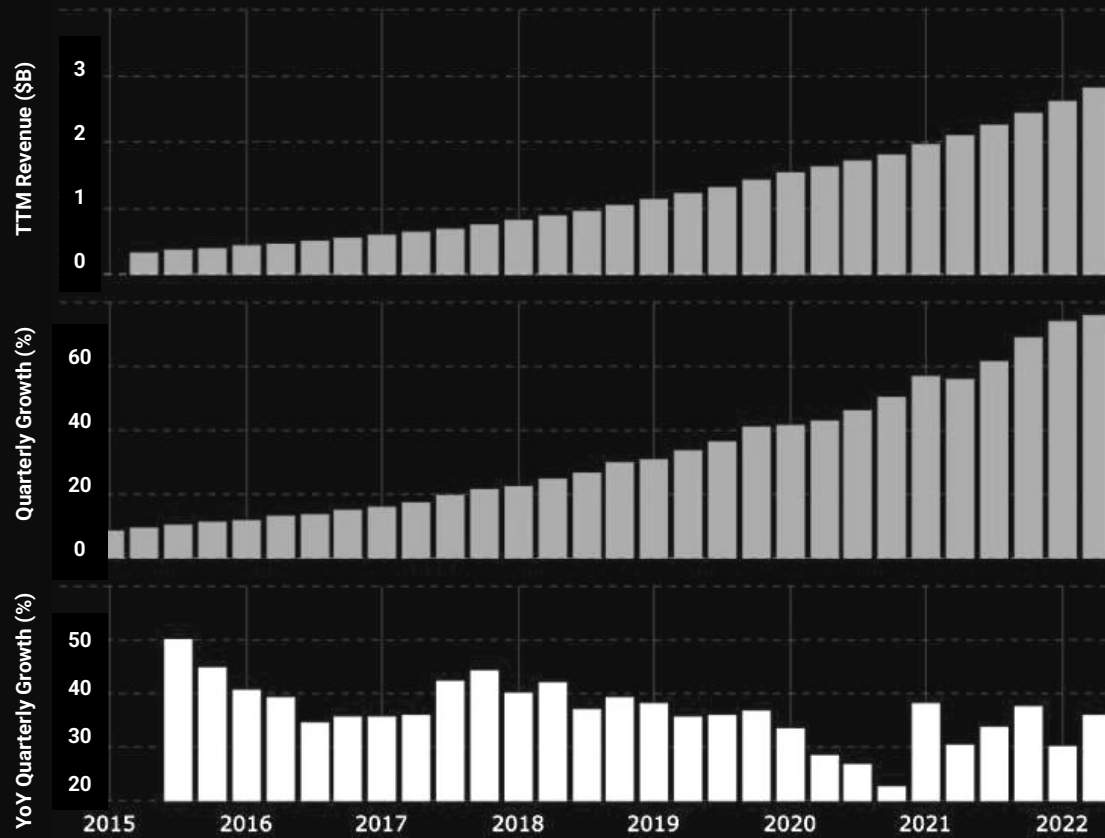
Additional integration options

Optional professional services

“

Product-led growth is the de-laboring of the GTM process. It's about making it as easy as possible for users to find, understand, adopt and achieve value with a product, without the need for a lot of manual intervention from sales and marketing teams.

OpenView Partners



Atlassian Growth

Source: Winning by Design

Fastest-Ever Growing SaaS-Native Software Companies

Year (approx)	Company	Metric Highlight	Context / Why Called 'Fastest Growing'
1999–2003		Revenue: ~\$5M > \$100M ARR in ~5 years	Early SaaS CRM; minimal competition; rapid enterprise adoption; 100%+ YoY growth.
1998–2003		Revenue: \$3M > \$300M+	Enterprise virtualization adoption exploded; analysts highlighted it as fastest-growing in enterprise software.
2002–2007		Revenue: ~\$50M in 5 years	Bootstrapped, product-led growth; viral adoption among developers; almost no sales team; press called it “fastest-growing software you’ve never heard of.”
2007–2011		Users: 100k > 4M in 3 years	Consumer SaaS; referral program drove exponential adoption; called “fastest-growing consumer SaaS company ever” by tech press.
2011–2014		Revenue: \$1M > \$100M ARR (approx)	Enterprise file sharing; early cloud adoption; highlighted in Forbes as fastest-growing enterprise SaaS.
2013–2015		Users: 15k > 1M DAUs (Daily Active Users) in ~2 years	Enterprise messaging; minimal paid acquisition; viral PLG adoption; press widely called it “fastest-growing enterprise software company ever.”
2011–2017		Users & ARR: ~\$0 > \$100M+ ARR in ~6 years	Freemium video-first model; simplified enterprise adoption; called “fastest-growing video conferencing software” relative to WebEx/GoTo Meeting.
2014–2017		Revenue: \$0 > ~\$150M+	Developer-focused communications API; viral developer adoption; highlighted as fastest-growing cloud communications platform.

PLG

Winning by Design™

Companies Leveraging PLG Go-to-Market

Company	Ticker	Market Cap (USD, ≈)
Atlassian	TEAM	\$42.98 B
Datadog	DDOG	\$47.63 B
HubSpot	HUBS	\$31.74 B
Zoom	ZM	\$23.88 B
Okta	OKTA	\$19.59 B
Twilio	TWLO	\$13.7 B
Dropbox	DBX	\$8.48 B

+ *Plus **33** Additional Public Companies*

+ *Plus **72%** of the Forbes Cloud 100 (private companies)*

+ *Plus **thousands** of smaller businesses*

Companies Leveraging a PLG Go-to-Market motion

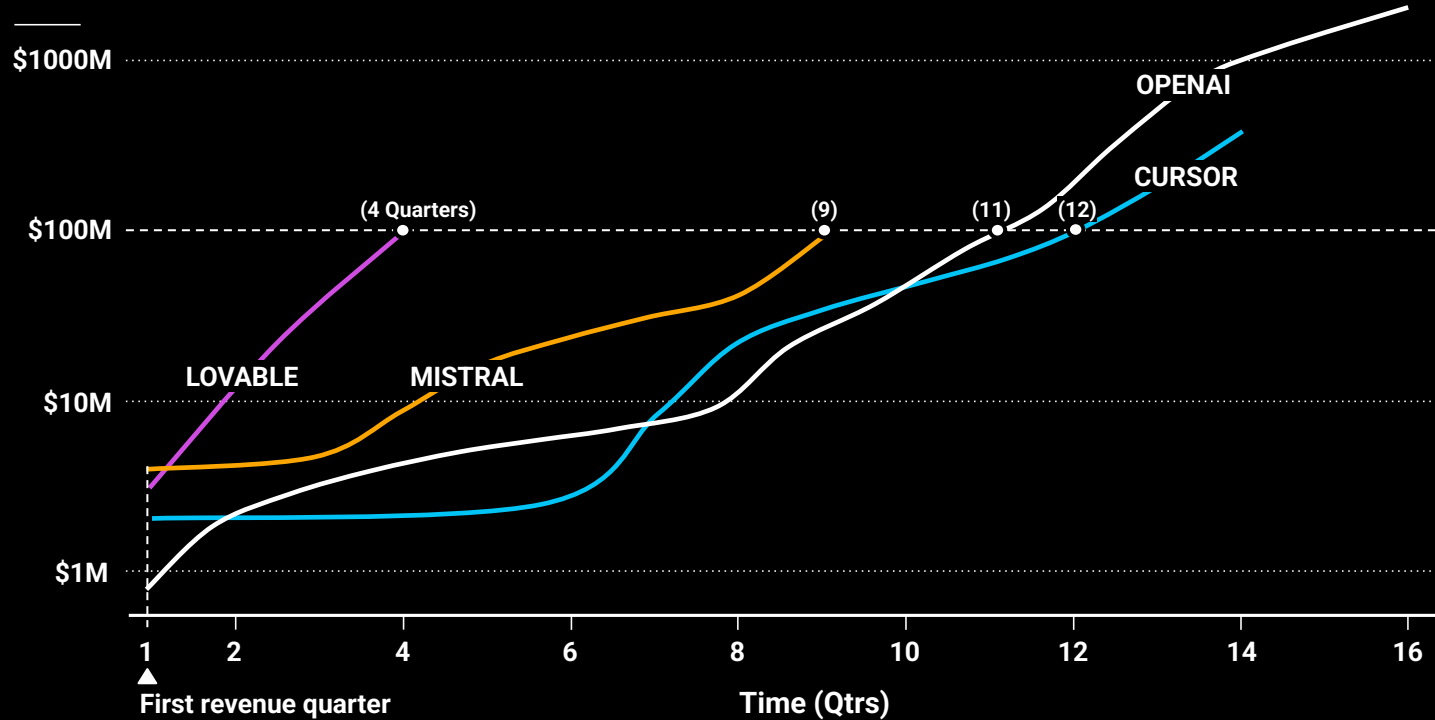
Source: Winning by Design



What About AI?

Fastest-Growing AI-Native Companies

Revenue (ARR, log scale)



Fastest-Growing AI-Native Companies

Company	GTM Leadership	Software Experience	
 CURSOR	Tomer Chernia, VP GTM Jack Yandel, GTM Leadership	Vercel, Branch Metrics Figma, Box	AI PLG
 OpenAI	Greg Brockman, President Fidji Simo, CEO of Applications Maggie Hott, GTM Leader Conor Dragomanovich, GTM	Stripe Instacart, Facebook Eventbrite, Slack, Webflow Dealpath, Productboard	AI PLG
 Lovable	Elena Verna, Growth	Dropbox, Miro, SurveyMonkey	AI PLG
 Mistral AI	Marjorie Janiewicz, CRO Michael Butler, GTM Lead, USA	Foursquare, HackerOne, MongoDB Modelbit, Deepnote	AI PLG

Winning by Design™

NOT SO TINY THOUGHT

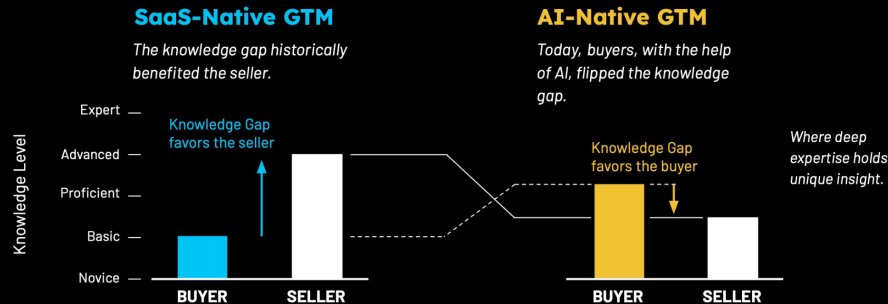
AI-native companies run on PLG rails.



Self-Service Buying

AI-Native and PLG

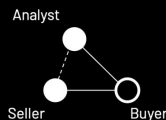
Knowledge Gap Flipped



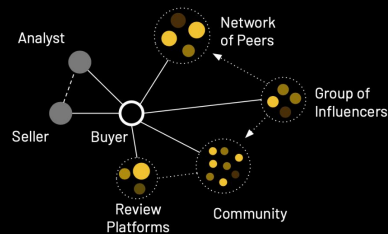
Source: Research Brief "How AI will Replace Sales People", October 2024 by Jacco J. van der Kooij, Winning by Design.

Trust Decentralized

SaaS-Native GTM

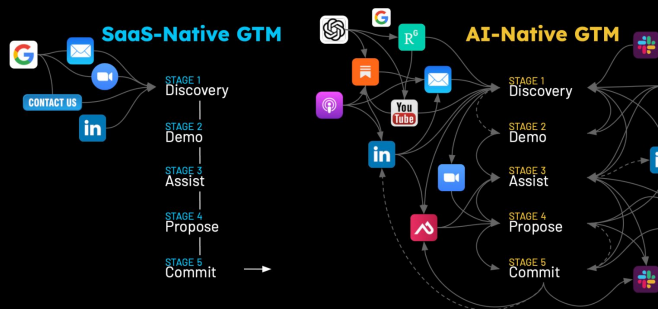


AI-Native GTM



Source: Revenue Architecture by Winning by Design

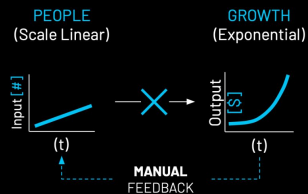
Control Shifted



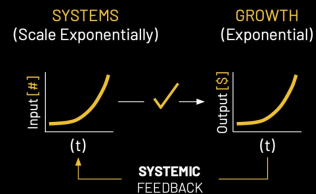
Source: Non-linear sales process, fundamentals for the use of AI in sales (via youtube) by Winning by Design

Systems Not People Create Exponential Growth

SaaS-Native GTM



AI-Native GTM



Source: Research Brief "How AI will Replace Sales People", October 2024 by Jacco J. van der Kooij

NOT SO TINY THOUGHT

Growth scales through systems, not people.



How is it done?

PLG Product Design

First Principles of Product-Led Growth

1

empathy

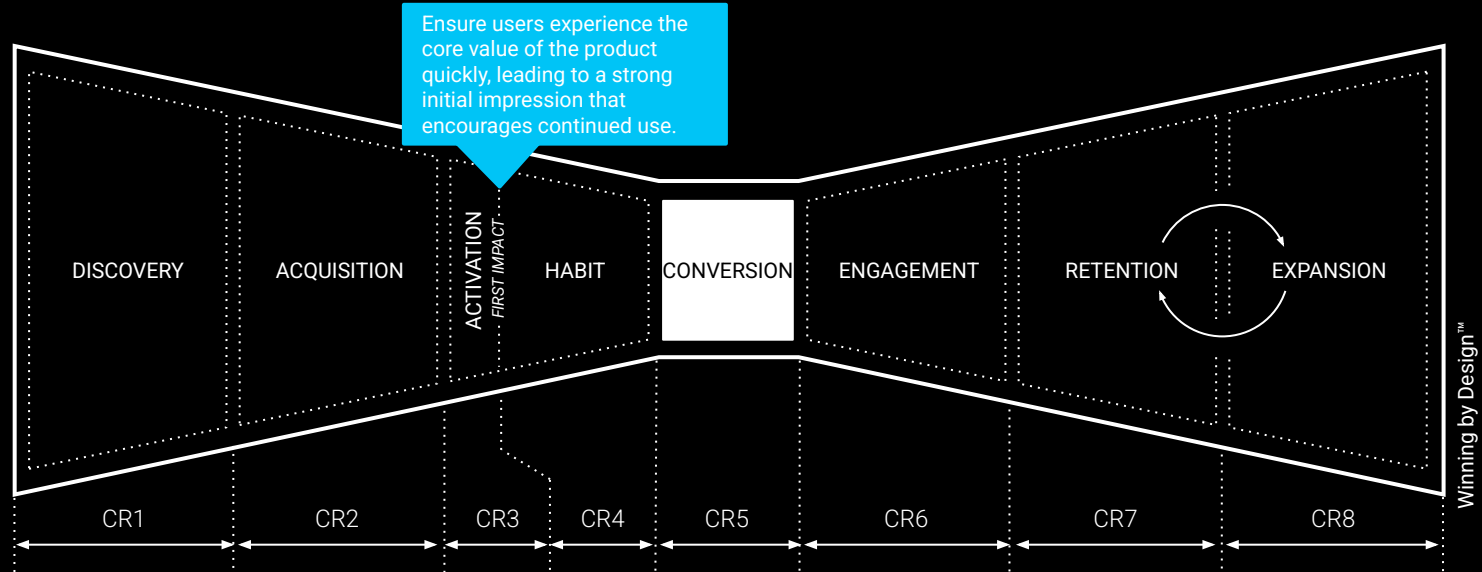
2

generosity

3

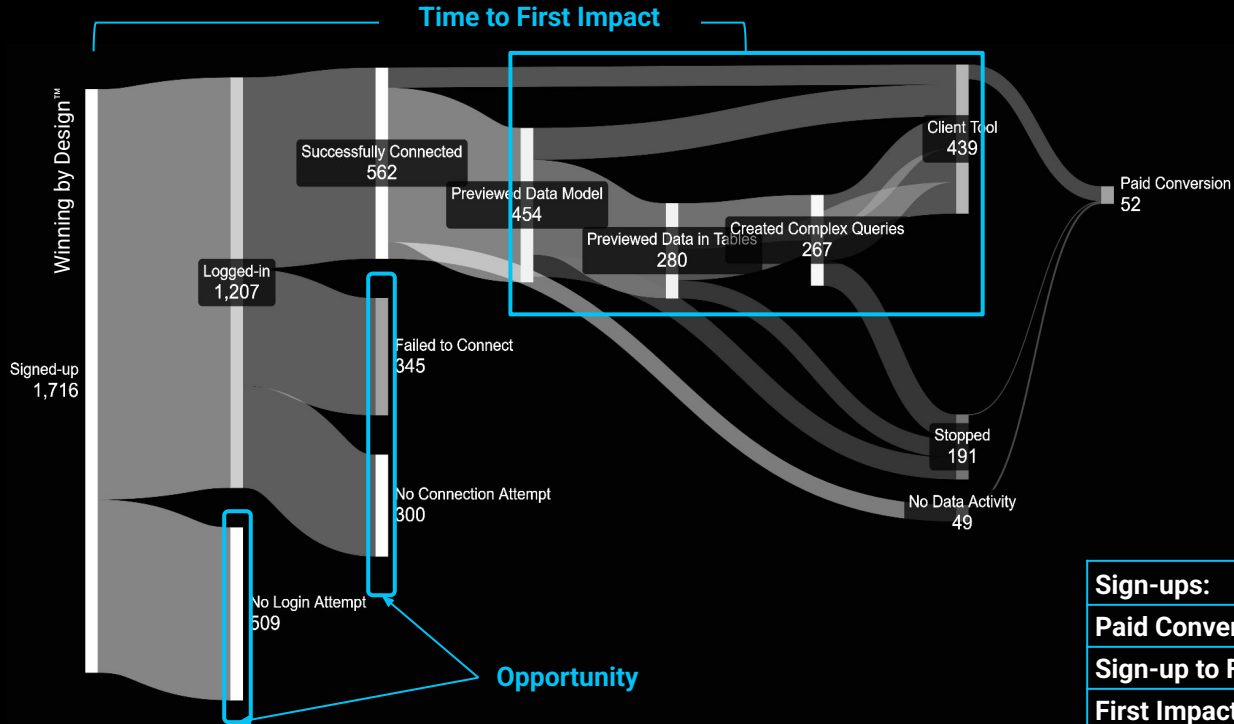
metrics

Product-led Growth Data Model



CR1. Discovery	CR2. Acquisition	CR3. Activation	CR4. Habit	CR5. Conversion	CR6. Engagement	CR7. Retention	CR8. Expansion
Drive relevant, high-intent traffic to your website while keeping Customer Acquisition Cost (CAC) as low as possible.	Educate website visitors on the value of the product and convert as much traffic as possible to free signups; i.e., website visit to sign-up.	Reduce time-to-value and guide users to their 'aha' moment (or First Impact) in the product.	Foster regular usage by integrating the product into the user's daily workflow, making it an indispensable tool for their tasks.	Generate revenue by efficiently converting free accounts into paying customers.	Increase user interaction with the product by encouraging exploration of features and fostering a deeper connection with the product's capabilities.	Maintain user loyalty and satisfaction by continuously delivering value, addressing user needs, and preventing churn through proactive support and engagement.	Drive the expansion of overall revenue generated by paying customers through upselling, cross-selling, and encouraging referrals and virality.
Onboarding							

Customer Journey Drop-offs



Customer Journey Drop-offs

Source: Connect Cloud Aha Trial Reporting (Oct 2024 - Jan 2025)

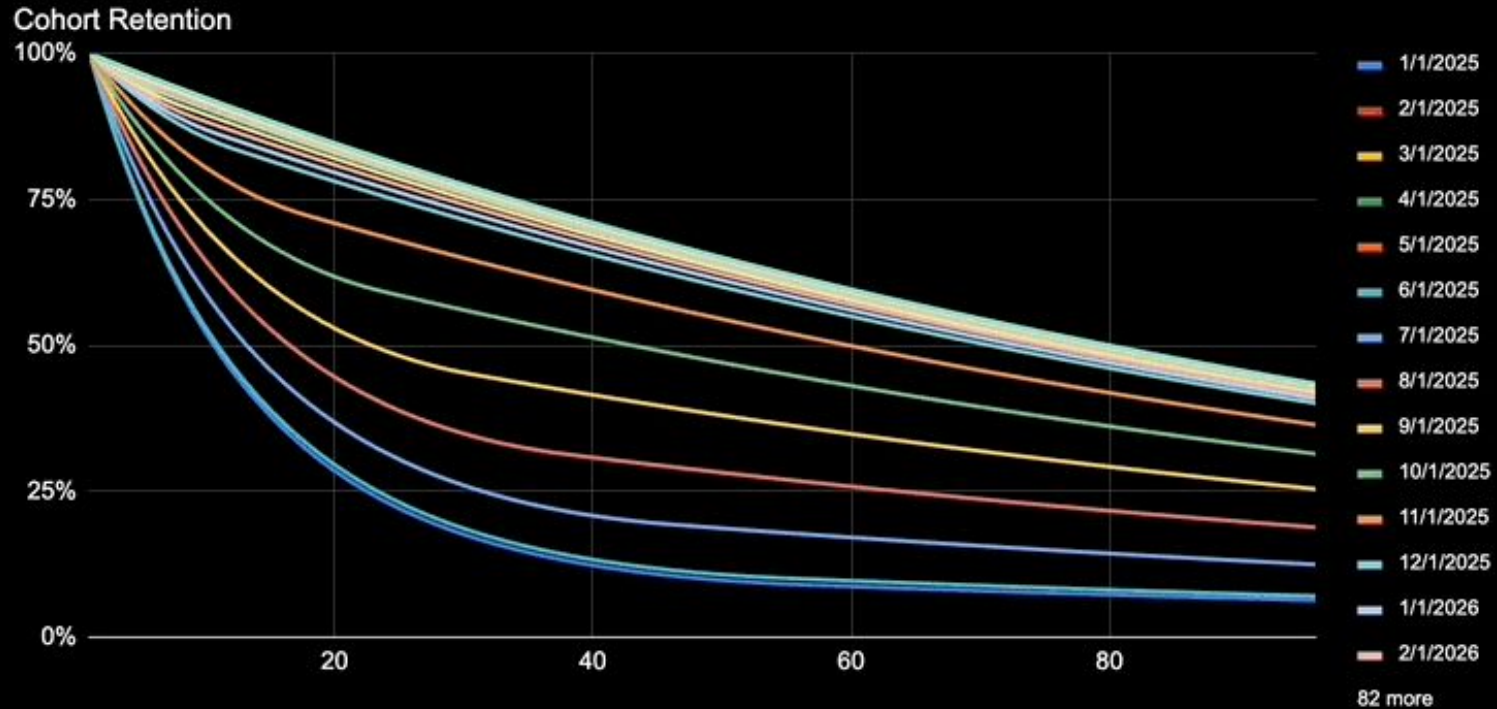
Retention is a Function of Cohort Experience

	1	2	3	4	5	6	7	8	9	10	11	12
Jan	71%	56%	42%	35%	29%	21%	19%	17%	16%	15%	11%	11%
Feb	72%	56%	42%	31%	25%	24%	22%	21%	18%	16%	15%	
Mar	69%	60%	51%	47%	39%	35%	30%	28%	23%	19%		
Apr	74%	61%	55%	46%	38%	36%	36%	31%	27%			
May	77%	63%	57%	45%	42%	42%	41%	39%				
Jun	78%	65%	60%	51%	45%	49%	44%					
Jul	82%	66%	59%	54%	49%	48%						
Aug	81%	68%	65%	56%	51%							
Sep	84%	72%	71%	70%								
Oct	86%	77%	75%									
Nov	85%	80%										
Dec	84%											

Retention is a Function of Cohort Experience.

Source: Winning by Design

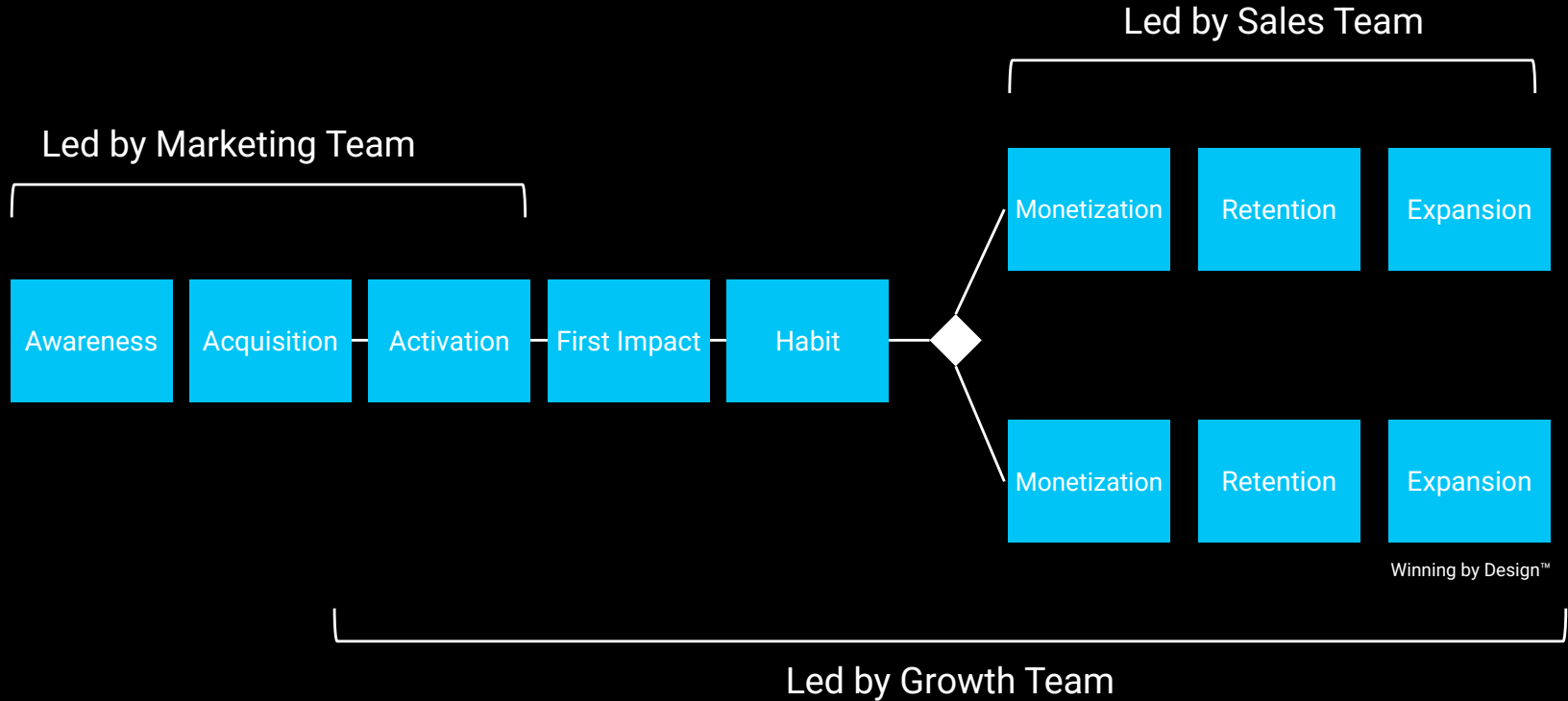
Small Month-Over-Month Improvements in Experience can Flatten Retention Curves Faster



Flattening Retention Curves

Source: Winning by Design

PLG → PLS Allows for Enterprise Scaling



Comparison of Sales-Led vs. Product-Led

Source: Winning by Design

**Where do we
go from here?**



Join the
GROWTH
INSTITUTE

Thank You

