



THE SUCCESSMENT SPARK STUDIO®

Mentorship - Coaching - Training - Subsidized Services

Successment sparks and accelerates the path to a startup's first **\$10M ARR** with Spark Studio: A set of flexible revenue growth programs designed for **underrepresented start-up ecosystem** partners like VC/PE firms, universities, and accelerators.



WE WANT DIVERSE STARTUPS TO WIN

3 PROGRAMS
FLEXIBLE OPTIONS
UNSTOPPABLE SUCCESS



The Successment Spark Studio gives landing teams a strong foundation of understanding to lead their startups with revenue growth in mind by leveraging **RevOps Science®**. This level of support:

Improves Startup Success Rate - Accelerates Growth Rate - Shields Capital Investments



Our Ecosystem Partners



"BLACK. • AMBITION"



LIGHTSHIP CAPITAL

Our Feedback



Tre Baker
Managing Director

"As a **Techstars** Managing Director and angel investor, revenue growth and scalability are at the core of what I do to support Black and Hispanic startups. I'm confident that RevOps Science powered strategy and campaigns are one of the most data driven approaches to growth. Whether from a programmatic level with the B2B Growth Lab or engaging directly with Successment's growth services, if you're looking for a way to unlock \$10M in ARR, you can trust Jonathan and his team to deliver results."

Tulsa
techstars_
Accelerator



Naomi Sanon
Programming Manager

I had the privilege of working closely with Johnathan as one of our mentors in the **Build in Tulsa W.E Build** program, and I must say, his contributions were nothing short of exceptional. Johnathan possesses a deep understanding of revenue growth in the tech industry and has a remarkable ability to connect with people.

Throughout the program, Johnathan went above and beyond to support our founders, sharing invaluable resources and providing insightful guidance that helped them 10x their businesses. His expertise in reviewing business models was truly impressive and contributed significantly to our program's success.



Moka Lantum
Founder & CEO

I had the good fortune of meeting Jonathan through the **Black Ambition** program. Our encounters have been a game-changer. Jonathan has selflessly, relentlessly, and spontaneously shared his RevOps model with my team. His methodology provides a framework for focused revenue optimization. It worked. We are unlocking 1.7x revenue per encounter by using the tools in the RevOps process. Honored to work with Jonathan. Humbled by his generosity. Motivated by his boundless energy. He has a purpose and is good at revenue optimization.

"BLACK. • AMBITION"



Mentorship + Training Program

Details

Startup founders often need help with the basics: what needs to be done, in what order, and who to hire for what positions.

We are their vetted team of growth experts, a partner that helps founders by focusing exclusively on growth strategies.

Our mentorship program gives early-stage startups intimate access to our team of growth experts.



Use Case

Pre Revenue - \$500k Startups
Individual Startups
Targeted Support
Tactical Guidance

Cost Structure

\$1,500 Partner Onboarding Fee
\$4,035, Minimum 15 hours
\$269/hr for additional hours
\$150/30 min
Flexible options



B2B Growth Lab

Details

The **B2B Growth Labs** is a virtual **RevOps Science® Workshop** that walks startup teams through the strategy and action items needed to grow to their first \$10 Million ARR.

We guide on processes, potential, and progress, and walk them through how to align sales, marketing, product, and customer success into one path: growth.

Length: 4 Sessions, 1 hour each, 1 month duration



Use Case

Pre Revenue - \$3M ARR Startups
Startup Cohorts/Groups
Pre/Post Funding Education
Platform/Program Enrichment

Cost Structure

\$1,500 Partner Onboarding Fee
\$3,999 Per Program
\$1,999 Custom Breakout Sessions
Flexible options

[SEE FULL COURSE OUTLINE](#)





Subsidized Services

Details

Subsidizing revenue growth services is the ultimate tool to ensure startup success.

We serve as the startup's revenue growth partner, fractional CMO, CGO and CRO complete with an assigned team for deployment and management of services.

Our services are set in a tiered structure, based on where the startup is in the GTM spectrum.

12 MONTH RESULTS



\$750K
Channel Sales



\$1.25M
Pipeline



2x
Revenue

Use Case

\$1M ARR + Startups
Highly tactical support
Growth phase startups
Startups in jeopardy
Ongoing Growth Campaign Management

Cost Structure

Tier 1: Growth Strategy

Cost: One-time fee of \$20,000
Length: 2 Months

Tier 2: Growth Management

Cost: starts at \$12,045/mo
Length: 6/9/12 mo program packages available

Subsidy options: % based, \$ based, calendar based



Subsidized Services

Tier 1: Growth Strategy

In tier 1, we research the startup's industry and learn the product, the revenue model, the target market, and the business model. Based on our research and data, we develop:

- An annual growth strategy that forecasts revenue milestones: R&D, Product Development, and, GTM
- A quarterly growth strategy that ladders up to the annual plan, including OKRs, KPIs, and, tactics
- A detailed MoM growth strategy including campaign templates and channels

Tier 1 delivers a detailed State of Marketing report and strategy that can be implemented by moving into the second tier for execution and management with internal resources or with Successment.

Tier 2: Growth Management

Tier 2 is a three-step process: develop, launch, and manage.

We develop campaign assets, which can include, among other items omni-channel content and creative assets for the startup's digital channels.

We launch strategic assets to market and move the startup partner into the market. At the end of each month, we review performance data and flex strategy based on the outcomes.

We manage the alignment of sales, marketing, product, and customer success campaigns while the startup builds internal resources. This also blueprints their Growth SOP in tandem.



STUDIO CUSTOMIZATION

MIX + MATCH? HELL YEA
LONG-TERM COMMITMENT? NOPE!
NEGOTIABLE? THAT'S RIGHT!

The **SUCCESS** of diverse startups is our **COMMITMENT**.

#ProvokeVisibility

Is there something that we missed that would make us a better fit to spark the success rate of your startups?

Holla @ us: jonathan@successment.co



\$10M x 10 Startups = \$100M in Economic GROWTH

\$100M Economic Growth = VISIBILITY

Economic Visibility = BOLD FUTURE



SPARK YOUR STARTUPS!

1 Review + Sign our Spark Agreement



2 Select Your Program Options



3 Settle Your First Invoice



4 Schedule Your Onboarding



**KNOCK, KNOCK
WHO'S THERE?
\$10M IN ARR.**



HI, WE'RE SUCCESSMENT

RevOps | Strategy | Marketing | Content | Creative | Consulting

WHAT

We're a **revenue growth partner** for diverse B2B startups that enables economic visibility for disadvantaged humans in tech.

WHY

Diversity, Equity, Inclusion, Access, and Belonging of thought, ability, ethnicity, race, religion, age, identity, gender preference, color, class, and background deserve collective investment.

HOW

We uncomplicate **RevOps Science®** with **BOOM®** to spark B2B startup's first **\$10M**.

#ProvokeVisibility



WHO WE IGNITE



\$750K
Channel Sales



\$1.25M
Pipeline



2x
Revenue

