



WE ARE
SUCCESSMENT
YOUR STARTUP
GROWTH PARTNER

We Ignite Revenue For Diverse B2B Startups

Visit Our Website
successment.co 

2024

Welcome to Successment

At Successment, we're on a mission to ignite revenue growth for diverse B2B startups.

Provoke Visibility [#provokevisibility](#) 

Provoke Visibility = \$10M x 10 Startups = \$100M

\$100M Economic Growth = VISIBILITY.

Visibility = BOLD FUTURE.

Vision

We pledge to make diversity + inclusion of thought, race, religion, age, identity, gender, ability, color, class, and background a lifestyle.

We provoke market disruption of underrepresented startups and establish their permanent place of power within the global economy.



About Us

We're a revenue growth partner for diverse B2B startups that provoke economic visibility for disadvantaged humans in tech. Diversity, Equity, Inclusion, Access, and Belonging of thought, ability, ethnicity, race, religion, age, identity, gender preference, color, class, and background deserve collective investment. We passionately enable tech because it redefines humans, empires, and parity. We believe that those who ignore diversity are on the wrong side of innovation. This is not a moment, this is a movement.

RevOps Science® | Strategy | Marketing | Content | Creative | Consulting | Coaching

Our Leadership

Our squad is a formidable mix of seasoned pros from diverse backgrounds, all laser-focused on igniting your success.



Jonathan J Mentor

Founder + CEO



New York City native Jonathan J. Mentor is a respected marketing expert and the founder of Successment, a premier revenue growth partner.

As an author, founder, business leader, nationwide speaker, and consultant, Jonathan's work has been featured in national publications as a disruptive influencer of color within the startup, B2B and eCommerce market segments.



Jahnelle Seaman

MP + COO



Jahnelle Seaman has been leading marketing attributed revenue growth for over 20 years. Her specialty verticals are SMBs, SMEs, and Fortune 500 companies.

She has developed and managed thousands of pieces of conversion content across multiple industries including tech, renewable energy, and digital marketing.

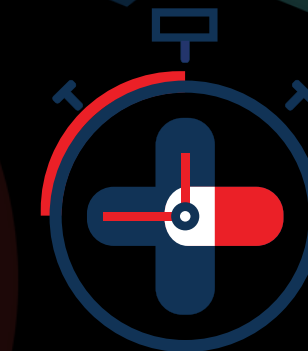
Our Client Partners

THE BETTER SPOT 

We proudly partner with a diverse array of B2B startups that are leading the charge in innovation and economic visibility in the tech sector.

Our client partners span industries, each committed to pushing boundaries and achieving revenue growth.

We support these trailblazers with cutting-edge strategies and solutions, ensuring they not only meet but exceed their revenue goals.



Our Accelerator Partners

We're stoked to team up with awesome accelerator partners like Black Ambition, Boost, Techstars, Build in Tulsa, and more. These programs champion innovation, support diverse founders, and boost economic growth in the tech world.

Together, we help startups hit their stride, combining our resources and know-how to drive growth, visibility, and lasting success. Our partnerships reflect our shared passion for nurturing the next wave of groundbreaking entrepreneurs.



Tre Baker

Managing Director, TECHSTARS

"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."



"BLACK. • * AMBITION"



boost



techstars_

Our Solutions

Use Case:
Startup Programming



Not to brag - we've crafted a proven methodology called **RevOps Science®** that enables startups at various stages of growth. Our suite of services is designed to ignite growth and maximize scalability.

Spark Studio®

For VCs, Investors, and Accelerators looking to enhance your portfolio's performance, Spark Studio® offers tailored solutions to improve your book of business. By running startups through our proprietary training, we help ensure your investments achieve sustained growth and success.

Mentorship + Training Programs

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

B2B Growth Lab®

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

Subsidized Services

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.

[Learn more about Spark Studio](#)



Our Solutions

Use Case:
Early Stage



Growth Coaching

Our growth coaching gives your B2B startup coveted, intimate access to our CEO and fearless leader, Jonathan J. Mentor, whose goal is to scorch revenue barriers. We lock in a growth impact project, frame action, and forecast outcomes. Use Growth Coaching to ignite revenue growth for your B2B startup.

You were expecting complicated? Nope.

Refine Your Process

Using our proprietary process, **BOOM®**, we will determine what's Right, Wrong, Missing, and Confused about your growth. Together, we'll establish priorities and benchmarks, and decide on what actions should be taken.

Clear the Noise

With the **Metrics Ladder®**, we'll clear the noise from data and strategy. We'll identify the metrics that are actually useful to track progress, definite strategies, and build on what you have in place.

Understand Performance

Using the **Revenue Growth Formula®**, we'll work to understand which areas of your startup are performing best. Learn how to support them, how to eliminate waste, and how to track performance.

Ignite Progress

Learn how to use our **Parallel Growth Plans®** to find focus. We'll align actions and data to plan projects and campaigns that move the needle on business objectives.

[Learn more about Growth Coaching](#)



Our Solutions

Use Case:
Startup Stage



Revenue Readiness Pilot

Successment's 90-Day Revenue Readiness Pilot is your blueprint for real growth. We don't rely on tired sales and marketing tactics. We dive deep, understand your business through listening, learning, and data-driven actions. Our agile approach gears up startups for market entry and long-term dominance.

Holistic Revenue Strategy

Craft a no-nonsense, effective strategy that aligns every part of your business to maximize revenue, powered by precise data insights.

Market Readiness

Hit the market with a sharp value proposition, clear customer targets, and robust go-to-market plans. Your launch will be smooth, powerful, and impactful.

Understand Performance

Streamline your operations to be nimble and responsive, using data to implement top-tier revenue operations practices.

Sustained Revenue Growth

Focus on critical areas to ensure ongoing improvement in your revenue streams, driven by smart, data-backed decisions for both short-term wins and long-term growth.

[Learn more about the Revenue Readiness Pilot](#)



Our Solutions

Our full **Scope of Solutions** is extensive, including everything needed for Go To Market strategy, development, and execution.

Market Research

We kick things off with thorough market research, diving deep into your marketing landscape. We break down industry trends, competitor moves, and target audience behaviors to pull out actionable insights that will fuel your growth strategy. **Every step we take is backed by solid, data-driven understanding.**

Growth Strategy Development

Armed with deep market insights, we craft a tailored growth strategy aligned with your revenue goals. This strategy is your roadmap for scaling your startup, **focusing on critical areas like revenue optimization, market penetration, and customer acquisition.**

Use Case:
Startup Stage



Our Scope of Solutions

Use Case:
Startup Stage



Brand Development

In a crowded market, a strong brand is your ticket to standing out. We help develop and refine your brand identity, making sure it hits home with your target audience. **From logo design to brand messaging, we ensure your brand is memorable and impactful.**

Go-to-Market Strategy

With a solid growth strategy and strong brand in place, we craft a killer go-to-market strategy. We help you define your value proposition, pinpoint target customer segments, and choose the best channels to reach them. Our goal? **Ensure your product or service launches successfully and gains traction fast.**



Our Scope of Solutions

Use Case:
Startup Stage



Go-to-Market Development

In this phase, we fine-tune your strategy, build the necessary capabilities, and ensure all systems are ready for execution. This includes creating marketing collateral, setting up accurate data tracking, developing any missing processes, and preparing your startup to engage effectively with the target market.

Content and Creative

Engaging your audience requires compelling content and creative marketing materials. Our team produces high-quality content, from blog posts and articles to social media updates, visual assets, and playbooks, all designed to boost your brand's visibility and appeal.



Our Scope of Solutions

Use Case:
Startup Stage



Parallel Growth Campaigns

To keep the momentum rolling, we deploy **Parallel Growth Plans®** (PGP) that diversify your reach and consistently bring in new customers. These campaigns seamlessly integrate with your existing ecosystem and go-to-market strategy. Your PGP might include digital marketing, social media outreach, and targeted advertisements.

Consulting

Throughout your growth journey, we're by your side with ongoing consulting services. Whether you need advice on optimizing operations or navigating market challenges, our experts provide tailored solutions to meet your unique needs.



Case Study

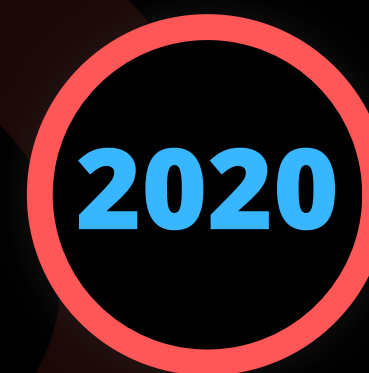
Kinetic Clarity, a dynamic and rapidly growing executive coaching firm based in Denver, excels in leadership, team, and organizational coaching. With a renowned CEO who has partnered with numerous Fortune 500 companies, the firm was poised for greater success. They needed support for their internal processes and a clear, strategic path to accelerated revenue growth. They reached out to us to help achieve this transformation.



**Increase in
Revenue YoY**



Barb Van Hare
CEO, Kinetic Clarity



Client Since

300% Growth
of social audience in 6 months

880% Increase
in web traffic YoY


66% Increase
in sales velocity YoY

"The Successment Team is adept at data analytics, managing diverse projects, and RevOps. It was a pleasure to work with them and I look forward to seeing their magnificent accomplishments in the world of marketing and beyond!"

They deliver work with efficient speed, high quality, and creative flair that positions their clients for massive success. I am continuously blown away with how they simplify complex concepts and processes with their exceptional structures and tools.

I am so grateful to Successment for believing in me and my company almost more than I do. I am absolutely, positively sure I'll succeed with them as my branding and marketing partners."

Intellectual Properties

We've built a suite of intellectual properties that pack a punch. Our cutting-edge tools and methodologies are the backbone of our services, propelling startups to achieve and sustain revenue growth. Click the s to learn more.

RevOps Science®

RevOps Science® is our specialized methodology focused on revenue growth. It involves the integration of marketing, sales, and customer success operations to streamline processes and improve overall efficiency. By leveraging data analytics and performance metrics, RevOps Science® helps startups optimize their revenue-generating activities and achieve sustained growth.

BOOM®

BOOM® is our proprietary operating model designed to optimize business processes across various functions. It integrates best practices and tailored strategies to ensure that all aspects of your business are aligned and running efficiently. The model focuses on continuous improvement, helping startups adapt to changes and scale effectively.

Parallel Growth Plans®

Parallel Growth Plans® are strategic blueprints that allow startups to run multiple growth campaigns simultaneously. This approach ensures diversified outreach and engagement, reducing the risk associated with relying on a single growth strategy. Our PGP are tailored to your specific business needs, offering synchronized campaigns that target multiple market segments.

Revenue Growth Formula®

Our Revenue Growth Formula® is a comprehensive framework that outlines the key drivers of revenue growth. This formula provides a step-by-step approach to identifying and leveraging revenue opportunities, ensuring that startups can maximize their profitability. It covers everything from market analysis and customer segmentation to sales tactics and customer success.

Potential Deliverables

In the path to market through to customer success and expansion are numerous action and asset deliverables. Our services include, but are not limited to, the following:

- Discovery Report: An analysis of your current situation, including market position, operations, and revenue potential.
- Opportunity Mapping: Identification of key growth opportunities with strategic recommendations.
- Customized BOOM Plan: A strategy document outlining the steps tailored to your goals.
- Revenue Growth Formula: A detailed plan covering the stages of the customer journey with specific actions and goals.
- Campaign Blueprints: Documents detailing multiple growth campaigns, including channels, content, and target metrics.
- Execution Schedules: Timelines for launching and monitoring campaigns.
- Integrated Operations Plan: A plan that brings together marketing, sales, and customer success operations to maximize revenue.
- Performance Reports: Regular updates using data to track progress, spot trends, and adjust strategies.
- Content Creation: High-quality content like blogs, emails, social media posts, whitepapers, and case studies.
- Sales Materials: Development of sales tools like brochures, targeted landing pages, and onboarding guides.
- Tracking Tools: Dashboards and tools for real-time tracking of campaign progress.
- Reviews: Regular reviews to assess performance, identify areas for improvement, and adjust strategies.
- Leadership Workshops: Sessions to align leadership on goals and strategies.
- Advisory Sessions: Regular consultations with experts for insights and strategic advice.

Contact Us

If you're ready to ignite revenue for your startup or have any questions about our solutions, we'd love to hear from you. Here's how you can reach us:

 jonathan@successment.co

 successment.co



Why Choose Successment?

We're committed to helping diverse B2B startups achieve economic visibility and significant growth. Our tailored strategies and innovative solutions are designed to spark your first \$10M in revenue. We look forward to partnering with you and driving your success. Let's chat and explore how we can help you reach your business goals.





THANK YOU!

PSSST... WANNA CHAT?

SCHEDULE A MEETING



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