



IDEAL CLIENT PROFILE PLAYBOOK



IDEAL CLIENT PROFILE Template

COMPANY ATTRIBUTES

YEARS IN BUSINESS	✓	~3
ANNUAL REVENUE	✓	~\$1-5M
HEADCOUNT	✓	~25
LOCATION	✓	North America, LATAM
INDUSTRY	✓	Tech, Saas, Manage Service
TYPE	✓	B2B, B2B2C

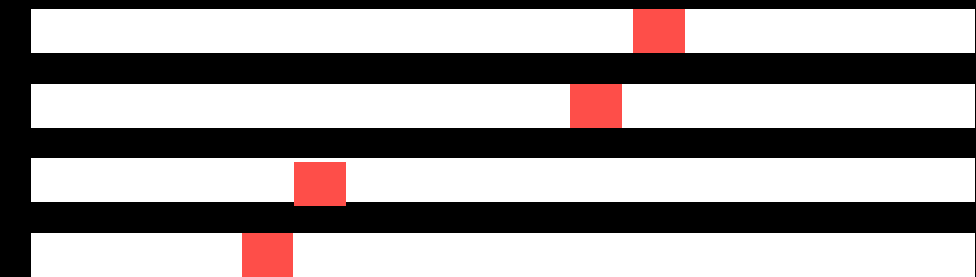
DIVERSELY LED Y/N

DIVERSITY PLEDGE Y/N

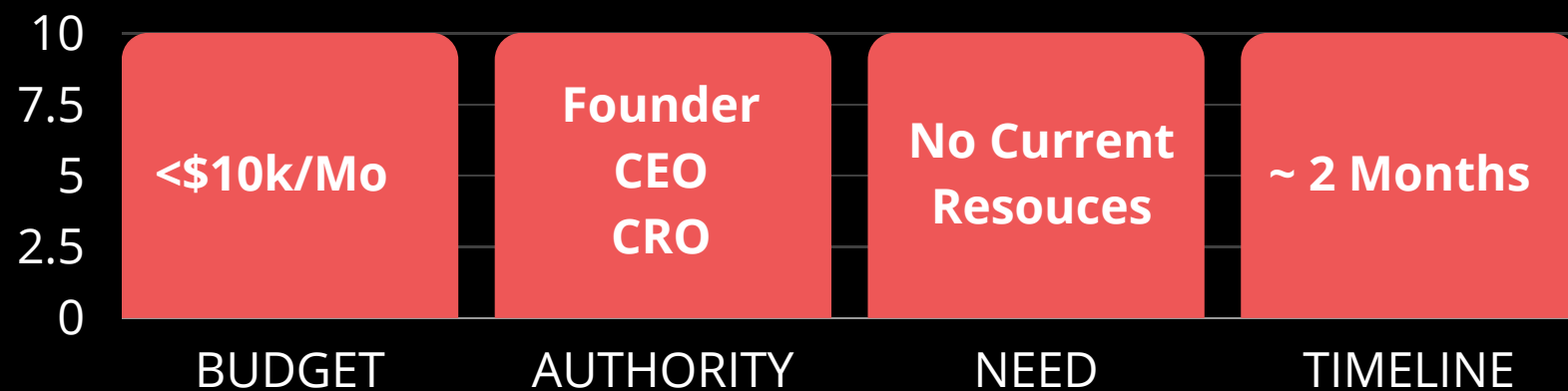
SOCIAL IMPACT Y/N

BUYING TRIGGERS

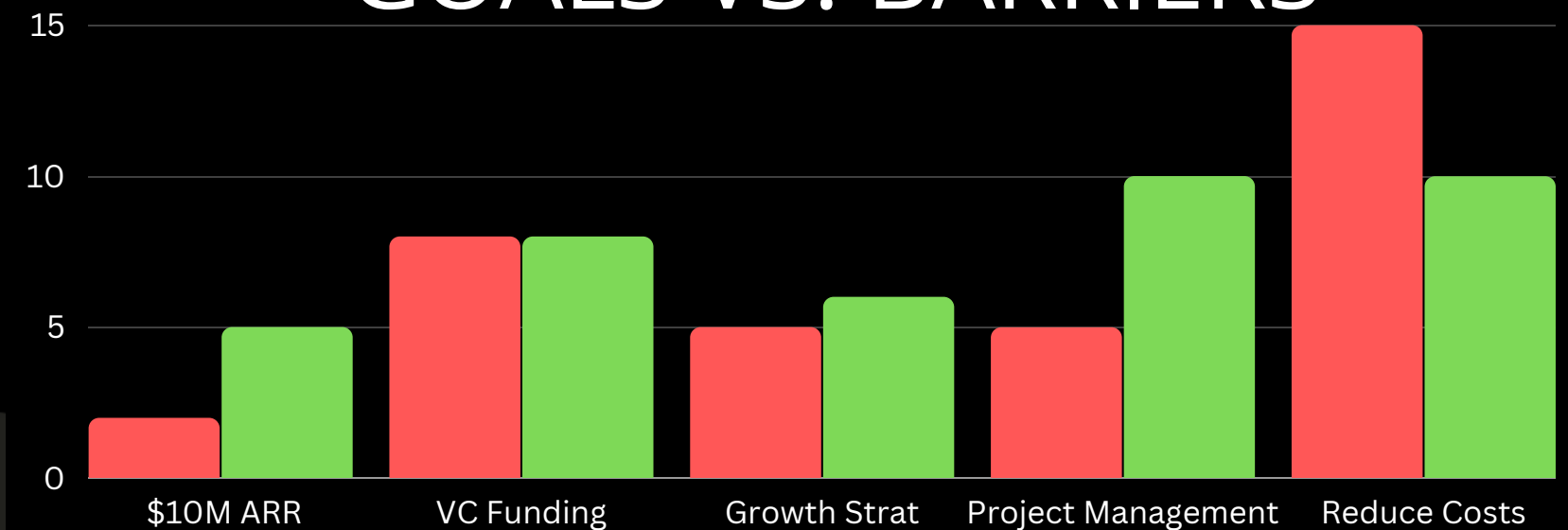
- Recently Funded
- Joined Accelerator
- Graduated from Incubator
- Key Hire
- Job Posting



BANT



GOALS VS. BARRIERS





IDEAL CLIENT PROFILE Template

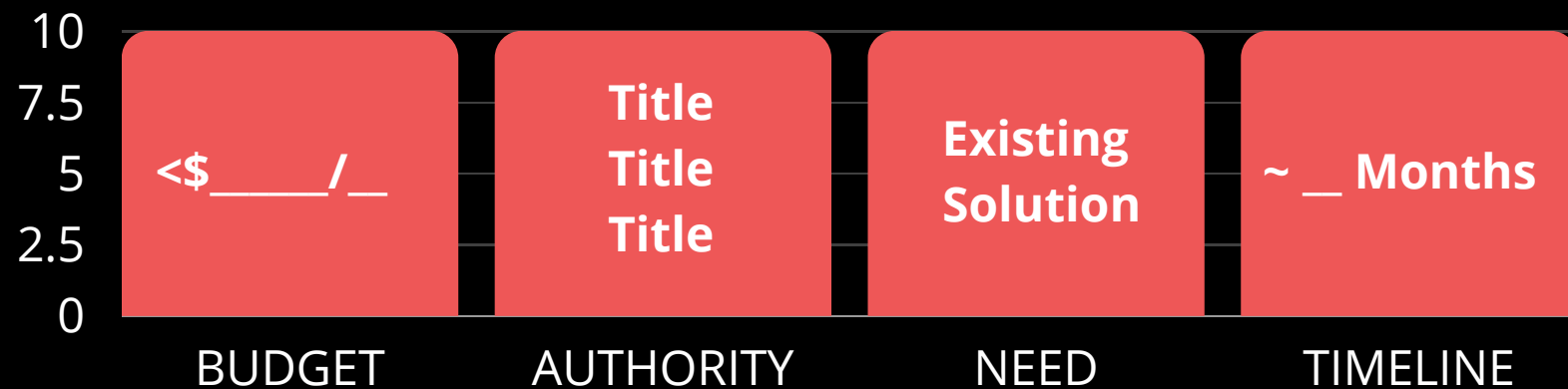
COMPANY ATTRIBUTES

YEARS IN BUSINESS _____
 ANNUAL REVENUE ~\$ _____
 HEADCOUNT ~ _____
 LOCATION _____
 INDUSTRY _____
 TYPE _____

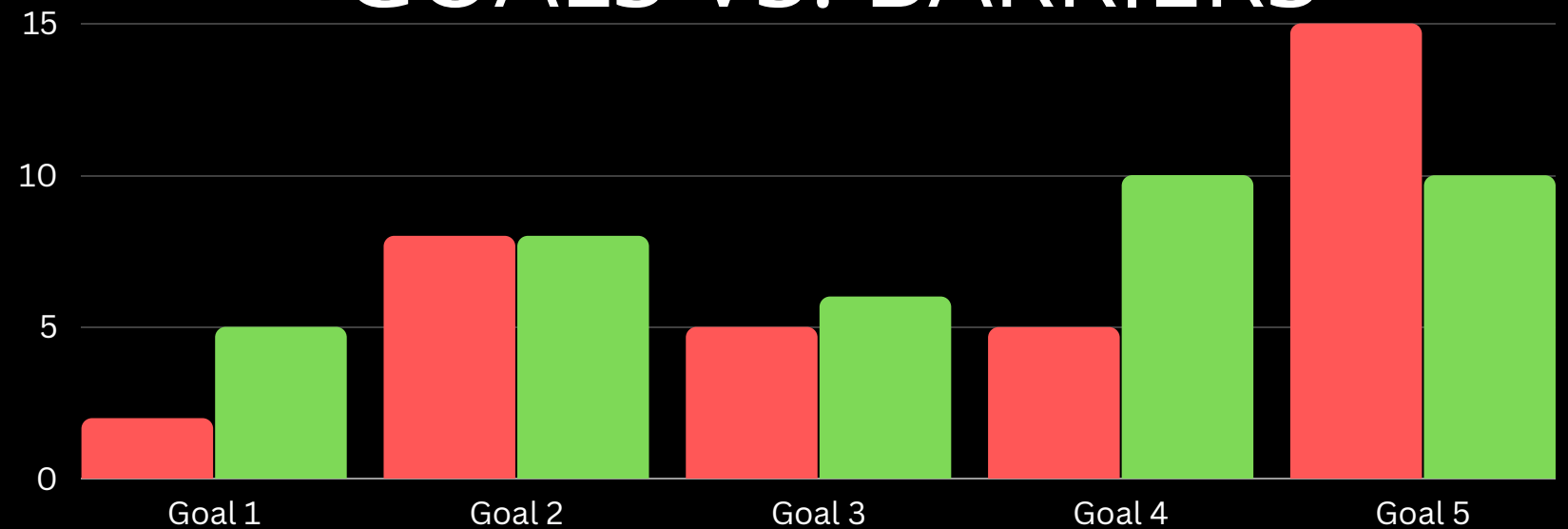
BUYING TRIGGERS

- _____
- _____
- _____
- _____
- _____

BANT



GOALS VS. BARRIERS





NOTES



HI, WE'RE SUCCESSMENT

RevOps | Strategy | Marketing | Content | Creative | Consulting

WHAT

We're a **revenue growth** partner for diverse **B2B** startups that enable 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.

WHO WE IGNITE



+40%
Lead Gen



+\$750K
Channel Sales



2x
Revenue

WHO WE PARTNER WITH



PSSST... WANNA CHAT?

