



THE **BOOM**® PLAYBOOK

USE **REVOPS SCIENCE** TO GET YOUR STARTUP REVENUE READY

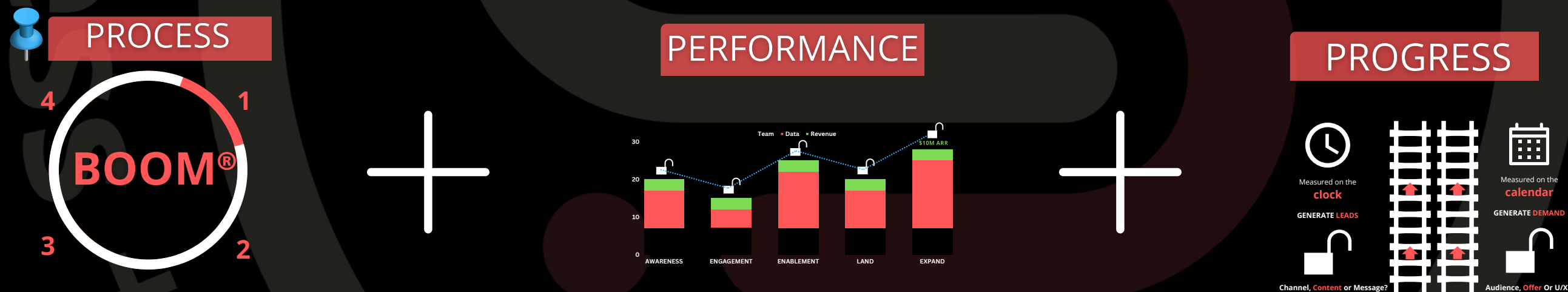


REVOPS SCIENCE 2.0

THE 3 P'S OF PROFIT

RevOps Science gives you more power over your **qualitative** and **quantitative** data to **unlock revenue opportunities**.

There are 3 big nuggets that **RevOps unlocks** in order to ignite startup revenue:



In the **BOOM®** Playbook, you can guess which P we'll be covering.

Performance and Progress are concepts that are framed by Process. On this quick journey, be sure to have **leadership on your side**. Last thing you want is to be **stuck in an echo chamber**.



4 STEPS TO IGNITE REVENUE BOOM®

STEP 4 MAXIMIZE

Your Goal: AGILITY!

Track KPIs + Improve Proactivity

STEP 1 BEGIN

Your Goal: DISCOVER!

Align Goals + Prioritize Opportunities



STEP 3 OBVIATE

Your Goal: SCALE!

Launch Actions + Shield Growth

STEP 2 OPERATE

Your Goal: GO!

Defend Priorities + Optimize Outcomes



RWMC

RIGHT * WRONG * MISSING * CONFUSED



Recommended Stakeholders:

- Founder/CEO
- Brand
- Marketing
- Biz Dev
- Sales
- Customer Success
- Product



This team exercise aims to empower functional leaders to express their goals and identify individual team priorities that contribute to revenue, whether they're actions, data insights, or collaborations.

Optimize	Fix	Add	Clarify	Prioritize



UNLEASH THOSE GOALS

WHAT DID YOU UNLOCK?

STEP 4 MAXIMIZE
Your Goal: AGILITY!

STEP 1 BEGIN
Your Goal: DISCOVER!



STEP 3 OBVIATE
Your Goal: SCALE!

STEP 2 OPERATE
Your Goal: GO!



NOTES

A large white rectangular area with rounded corners, designed for taking notes. It features five black circular punch holes along the left edge and five horizontal lines for writing.



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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

ENTREPRENEURS
OF TOMORROW®

parallel¹⁸

STARTOUT

accenture

revgenius

LIGHTSHIP CAPITAL

techstars



PSSST... WANNA CHAT?

