



# REVENUE GROWTH FORMULA® PLAYBOOK

---

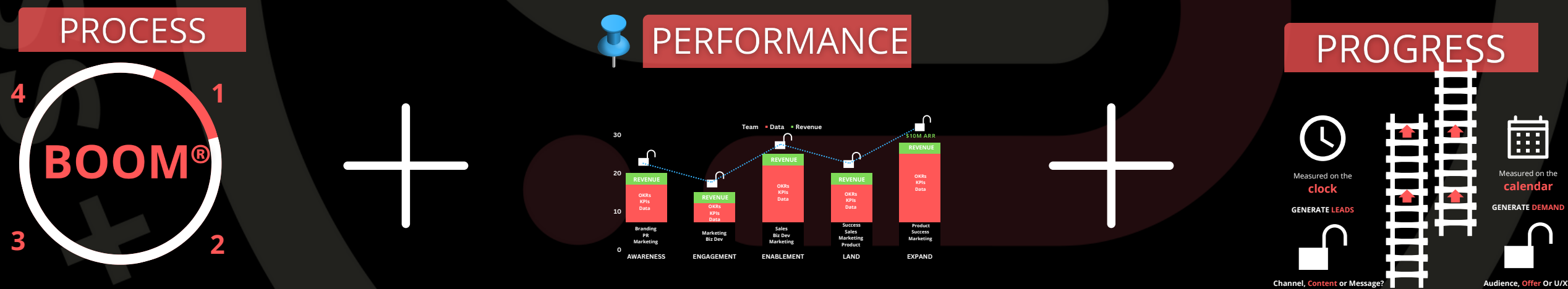
**THE \$10M BLUEPRINT FOR B2B STARTUPS**

# REVOPS SCIENCE 2.0

## THE 3 P'S OF PROFIT

RevOps Science gives you more power over **functional alignment** on actions and goals that scorch vanity metrics and **prioritize revenue**. We call our process **BOOM®**. BEGIN, OPERATE, OBVIATE and MAXIMIZE.

With the **Revenue Growth Formula®** Worksheet, you'll be unlocking **peak performance**.



Performance is the concept that drives Progress, (that comes next).

On this quick journey, be sure to have **leadership and a basic calculator**. Let's spark the flame.



# REVOPS SCIENCE 2.0

## UNCOMPLICATE TERMINOLOGY

---

**GROWTH FOCUS:** OKR - Objectives and Key Results

OKRs are written with one objective and up to 5 supporting key results with a defined endpoint.

**EXAMPLES:**

- Increase Product revenue by x%.
- Decrease churn by X%

**GROWTH INDICATOR:** KPIs - Key Performance Indicators

KPIs are the metrics used to ladder up to OKRs.

**EXAMPLES:**

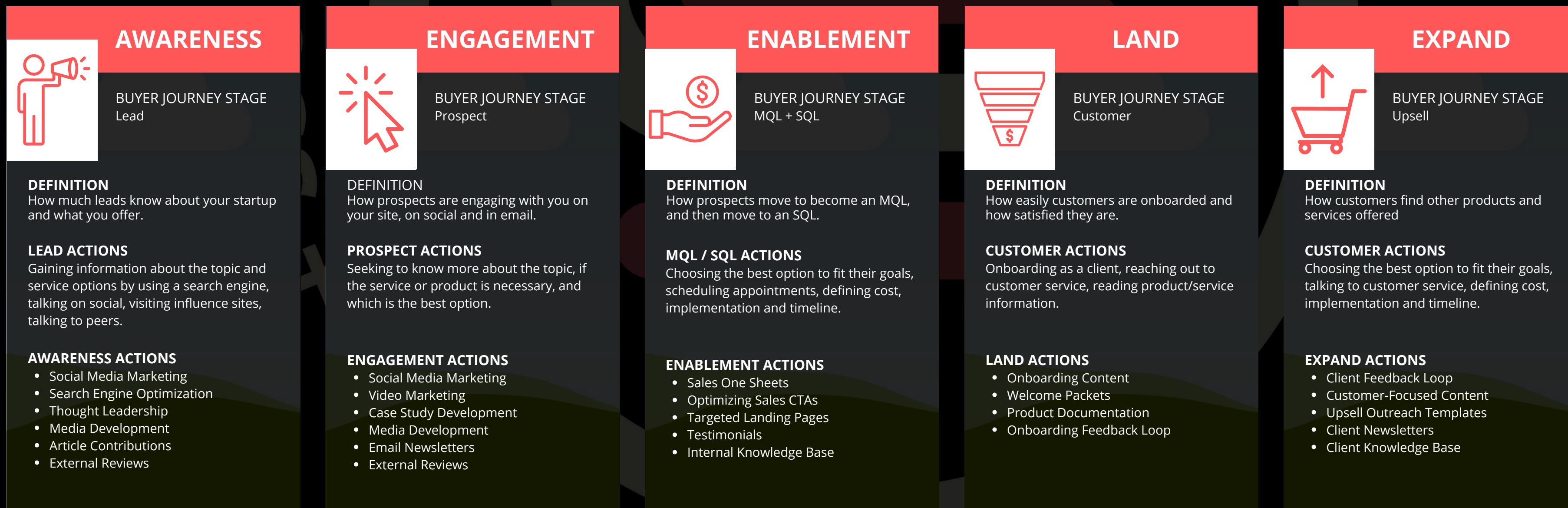
- Deploy x number of upgrades
- Increase customer feedback survey engagement by x%



# REVOPS SCIENCE 2.0

## DECODE BUYER STAGES

Each of the 5 buyer stages cough up revenue and fuel the Revenue Growth Formula. Each stage has customer outcomes that lead to revenue generation. Your goal is to understand customer behavior at each stage that unlocks more growth.

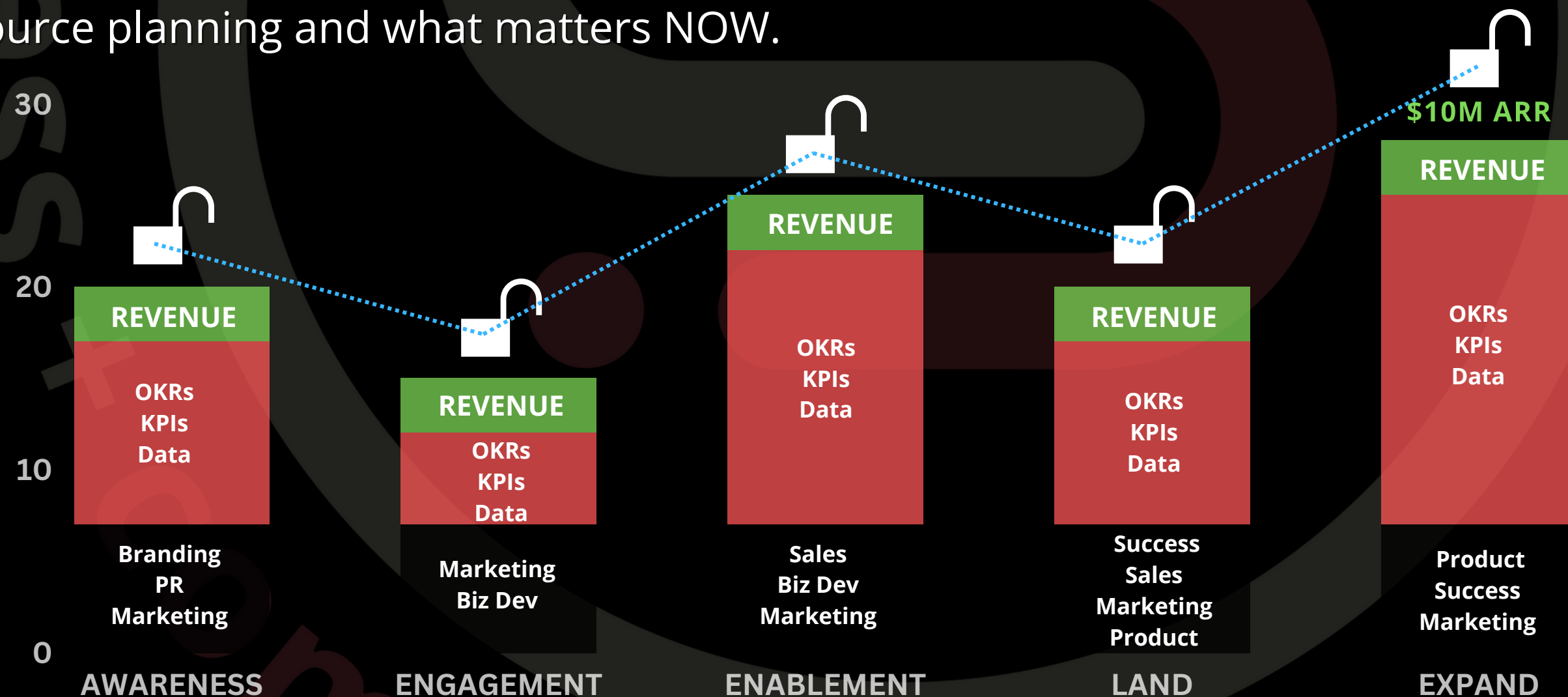




# UNLOCK

## 5 REVENUE GENERATING PILLARS

The **Revenue Growth Formula®** unlocks metrics that matter. It's a RevOps Science formula, developed to allow you to defend focus and unlock **revenue opportunities**. It maps revenue generation to buyer stages and teams. This leverages a data-driven view of revenue prioritization and vulnerabilities. This method improves resource planning and what matters NOW.





# STEP ONE BEGIN

**ACTION:** MAP EACH PILLAR TO TEAM, GROWTH FOCUS AND GROWTH INDICATORS.

## SET YOUR GROWTH FOCUS

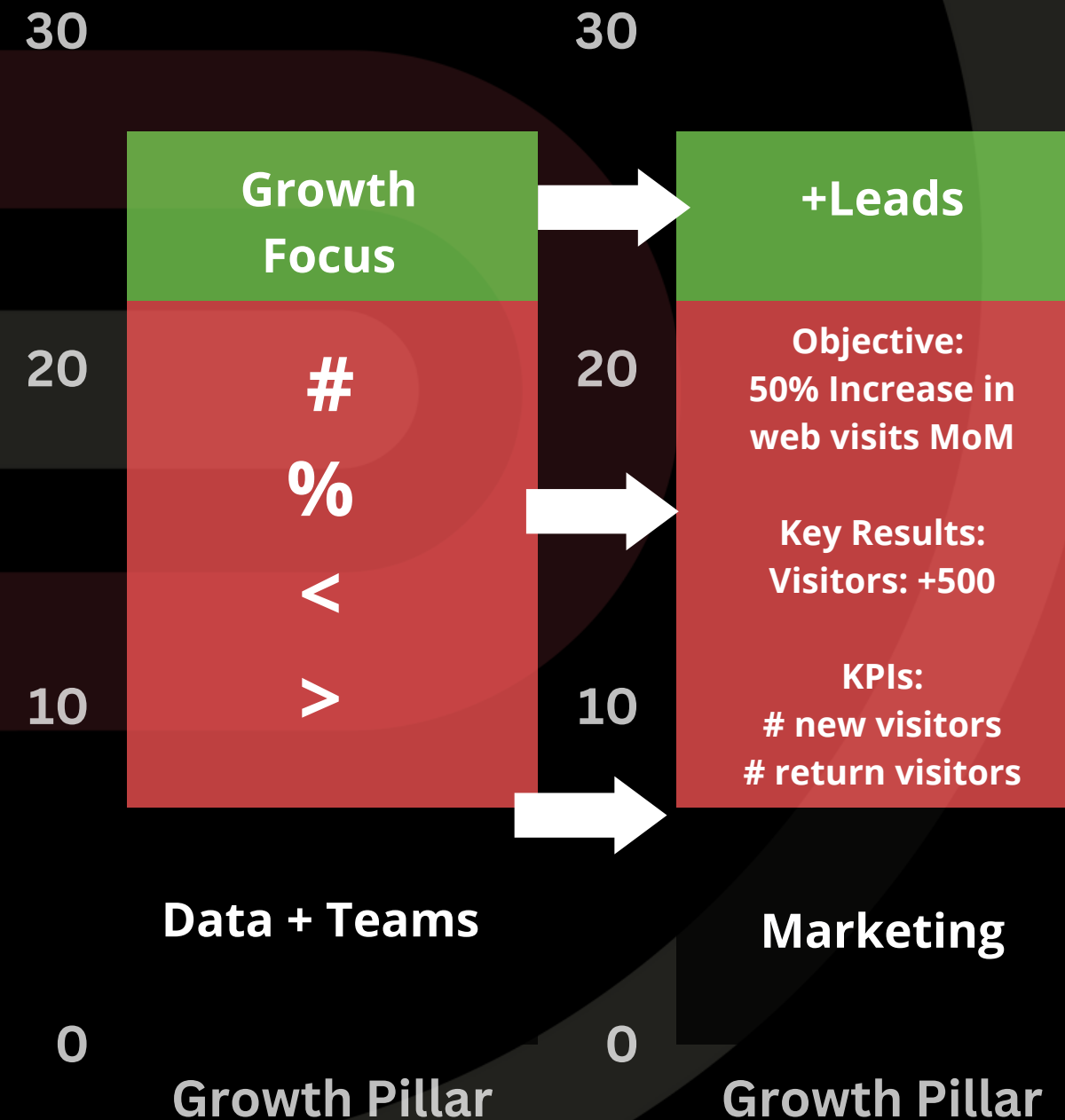
What revenue can be generated here?

## SET YOUR GROWTH INDICATORS

What needs to be done now, for an outcome tomorrow?

## SET YOUR GROWTH CHAMPIONS

Who owns the results?





## STEP TWO OPERATE

**ACTION:** POWER EACH PILLAR WITH A PLAN

### OUTCOMES

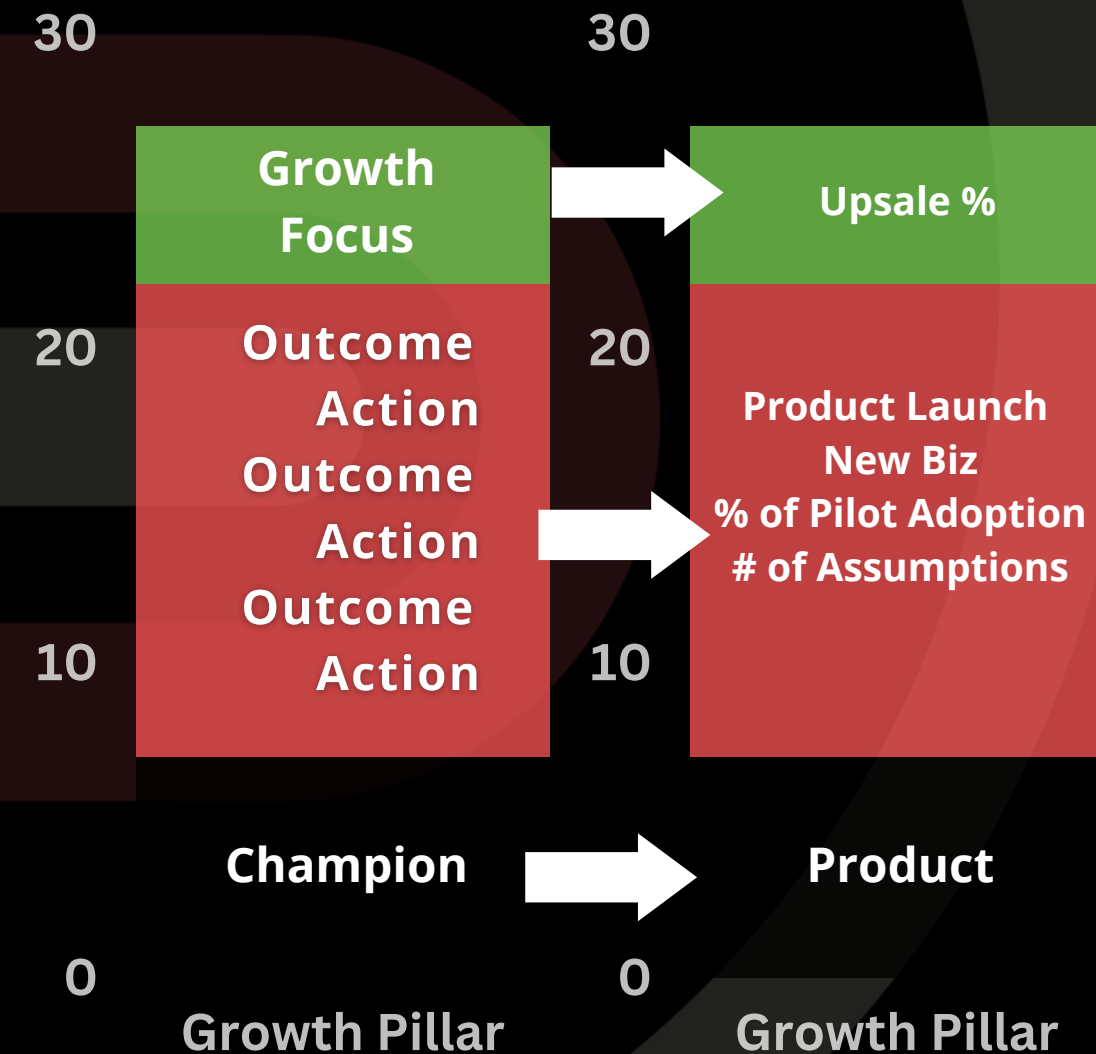
Improved Pillar outcomes and alignment unlock revenue exposure opportunities

### ACTION PLANS

Data informs a plan with an incremental outcome that ladders up to a Growth Focus

### GROWTH CHAMPIONS

Collaborate on the data transparency they need to inform action to ladder up to a Growth Focus.





## STEP THREE OBVIATE

**ACTION:** PRIORITIZE GROWTH PILLARS

### **CALCULATE**

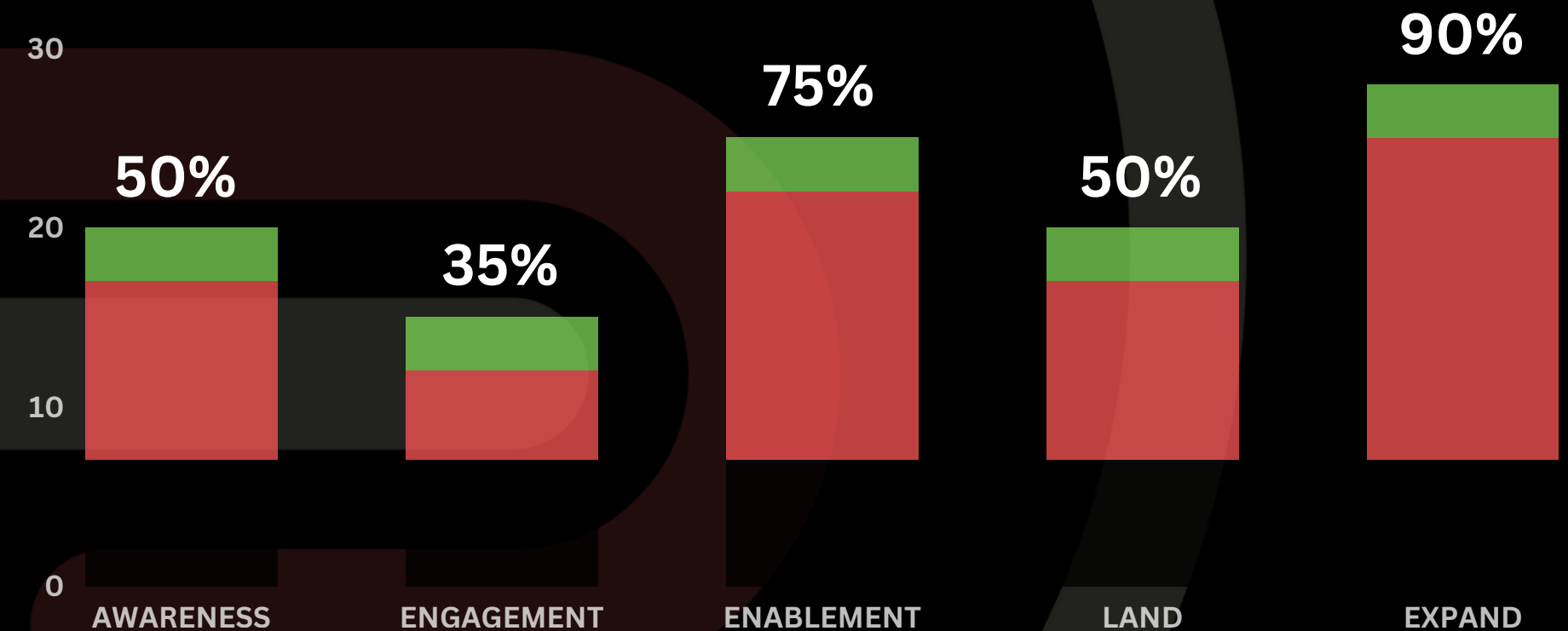
Improved Pillar outcomes and alignment unlock revenue exposure opportunities

### **BENCHMARKING**

Audit each Pillar to set the Growth Indicators at the start to monitor Growth from actions.

### **RESOURCE MAPPING**

Which Growth Pillar requires the most investment of tech, humans and dollars to reach the Growth Focus?



**BENCHMARK (y) is GOAL PERCENTAGE (P%) of GOAL (x)**

$$P\% = y/x$$

$$P\% = 300/3000$$

$$P\% = .1 * 100$$

$$P\% = 10\%$$



# STEP FOUR MAXIMIZE

**ACTION:** DEFEND AGILE GROWTH

## FLEX

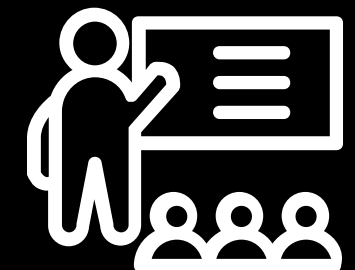
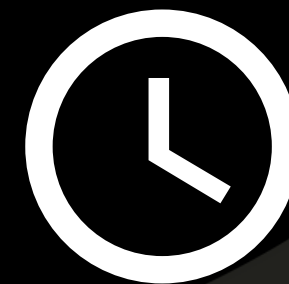
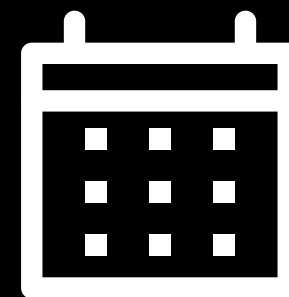
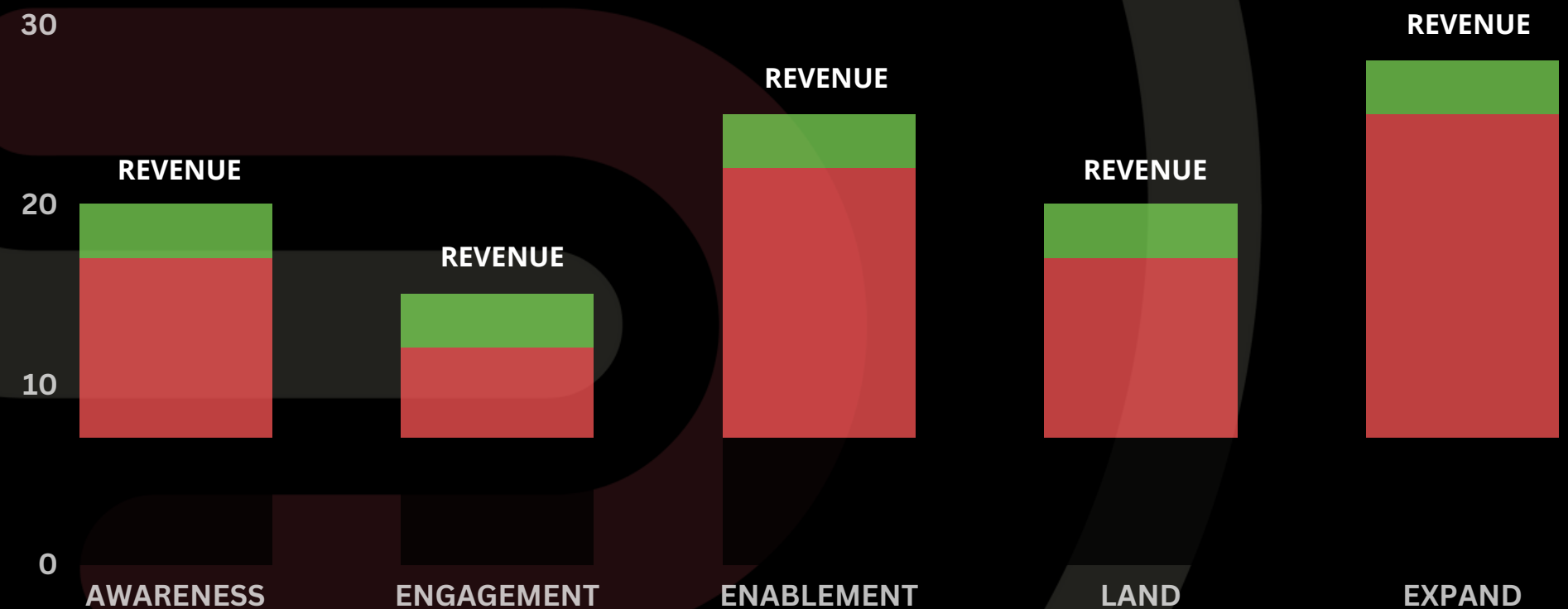
Are all of the Growth Focuses that were set resulting in revenue? Are the timelines realistic?

## PIVOTS

Is there a better way to align teams or is there a more effective solution to ladder up?

## INSIGHTS

Are there any factors outside the startup that impact the growth of Pillar progress?





# UNLEASH YOUR REVENUE GROWTH FORMULA

BENCHMARK (y) is GOAL  
PERCENTAGE (P%) of GOAL (x)

$P\% = y/x$   
 $P\% = 300/3000$   
 $P\% = .1 * 100$   
 $P\% = 10\%$

Growth Pillar	Growth Focus	Objective	Key Results	KPIs	Benchmarks	Current Percentage
Example: Awareness	Increased traffic	Increase in visitors	3,000 visitors MoM in 6 months	# new visitors # return visitors	300 MoM	10%
Awareness						
Engagement						
Enablement						
Land						
Expand						



# 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.



# 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.



# 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®

parallel<sup>18</sup>

STARTOUT

accenture

revgenius

LIGHTSHIP CAPITAL

techstars



PSSST... WANNA CHAT?

