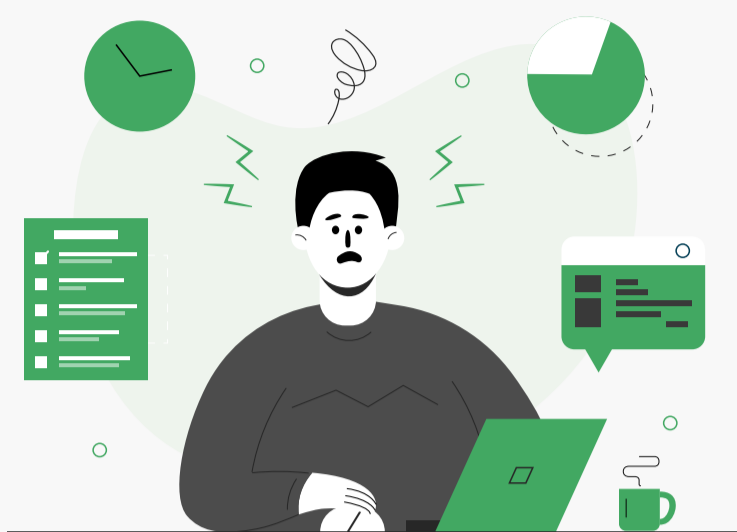
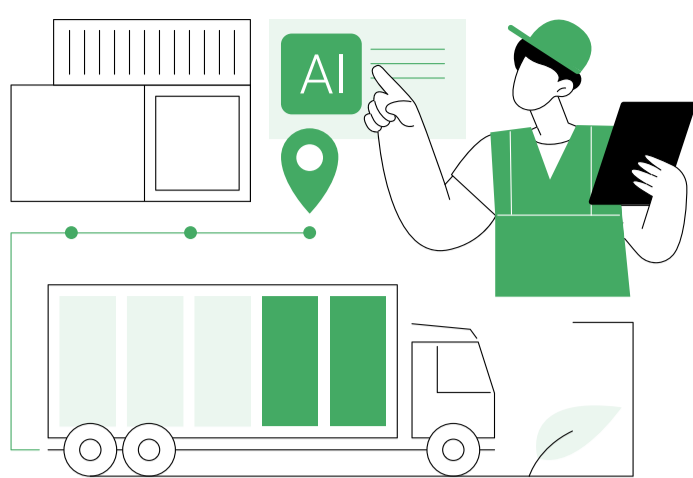


GTM Stack Build & Revenue Operations | AI-Native Logistics Platform

Building Commercial Infrastructure at Startup Speed

- 36%** Faster Invoicing Cycle
- 4** GTM Phases Delivered
- Full Stack** RevOps From Zero



The Situation

A venture-backed logistics technology company had achieved strong early revenue growth on the back of its AI automation platform. But its commercial infrastructure had not kept pace. Deals were closing on founder relationships. There was no repeatable outbound motion, no structured handoff between marketing and sales, and no way to forecast with confidence. As the company prepared for its next funding round and enterprise customer conversations, the gap between product maturity and GTM maturity was becoming a liability.

The Problem Breakdown

- What Was Broken**
 No ICP definition or structured lead qualification process. Finance and CRM were disconnected, causing multi-day invoicing delays.
- The Business Impact**
 Revenue growth was dangerously dependent on founder-led selling. Enterprise prospects received inconsistent, manual outreach quality.
- The Missed Opportunity**
 Customer lifetime value (LTV) was capped by a lack of expansion playbooks. Invoicing cycles were 36% slower than industry benchmarks.

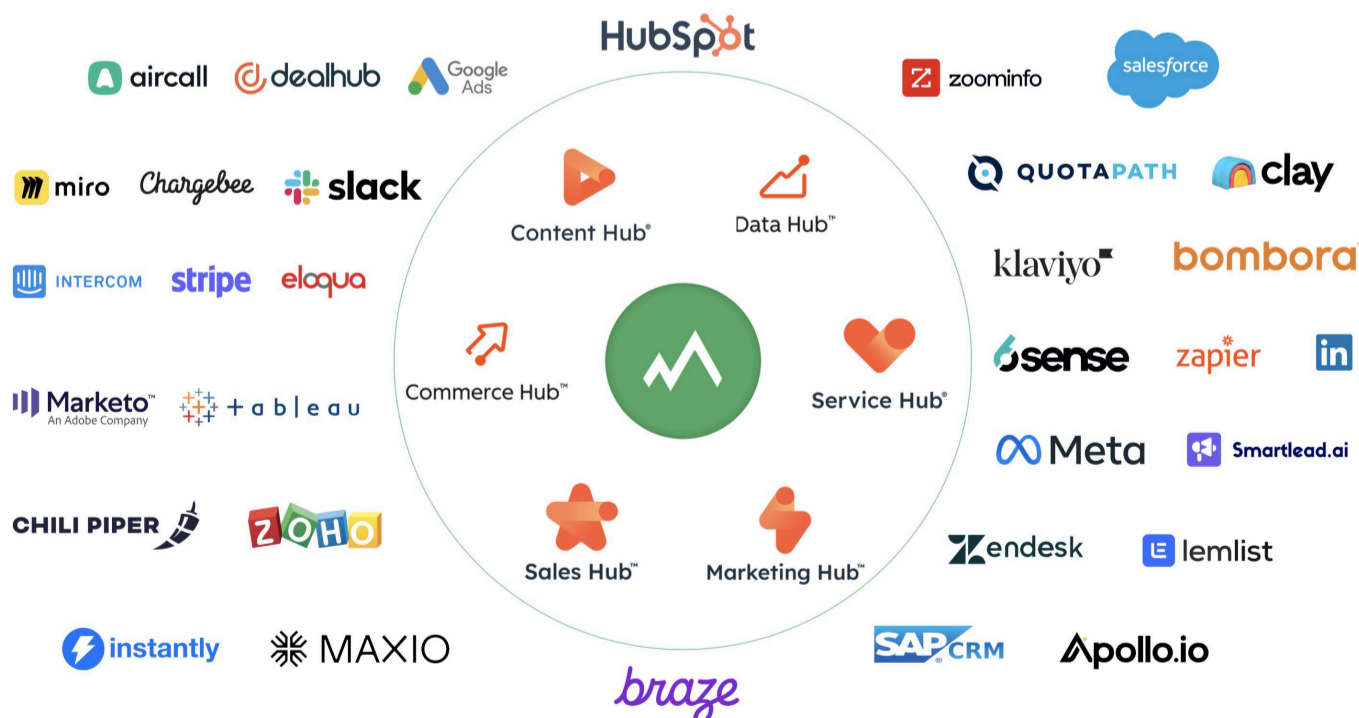
What We Built

- Enterprise HubSpot Architecture**
 Designed a CRM environment with deal stages specifically mapped to the complex enterprise sales cycle and buyer journey.
- Finance & Billing Integration**
 Connected HubSpot directly to the billing workflow, eliminating manual reconciliation and automating the invoicing trigger.
- Data-Driven Outbound Engine**
 Built cold outreach sequences with A/B testing structures tied directly to conversion data for a repeatable sales motion.
- ICP & Lead Scoring Framework**
 Deployed a formal Ideal Customer Profile (ICP) definition and automated qualification scoring within the CRM.
- Account Expansion Playbook**
 Established a post-close account management motion to identify and capture upsell opportunities within existing accounts.

The Outcome



Tech Stack We Deal With



Our Partners