

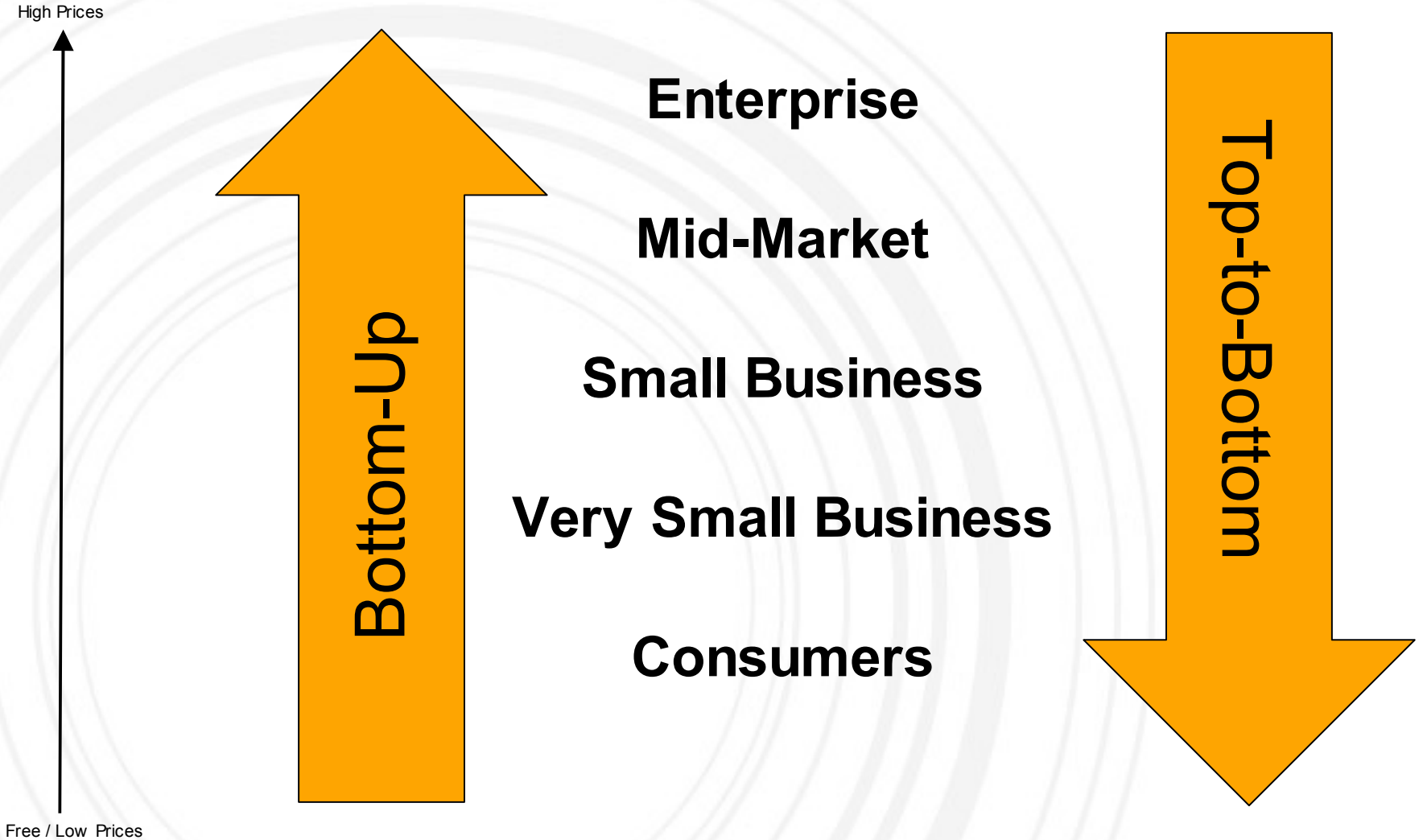
# **SAAS Start-up**

Choosing the right  
Goto-Market Strategy

**WinBuyer**

**2011**

# Goto-Market Strategy



# Goto-Market Strategy

## Why make a choice

- Focus is KEY to success

## How to decide

- Market
- Resources
  - Management team skills
  - Network – who do you know
  - Capital - investment

# Skills

	SMB skills	Enterprise Skills
<b>Sales</b>	Online Sales Inside sales \$	Solution sales \$\$\$
<b>Marketing</b>	Online marketing \$\$ Web /conversion Analytics	Analyst \$\$ Trade shows \$\$ PR
<b>R&amp;D</b>	Billing system \$\$	Scalability, security, SLA
<b>Service</b>	Self support Success Manager \$	Live support \$\$ Professional Service \$\$
<b>G&amp;A</b>	Finance (RMR management)	Legal \$\$

# Valuation

**Company A: 10 customers , \$200k per year**  
**Yearly revenue: \$2M**

**Company B: 2000 customers, \$1000 per year**  
**Yearly revenue: \$2M**

**Who is worth more ?**

**Brands Vs. Margins**

# Examples

**LivePerson – top down**

**Outbrain – bottom up**