



HIXON ENTERPRISE PARTNERS

Growth Accelerator Roadmap

A worked example: the readout for Client Name

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The client is invented. The figures are constructed to be internally consistent, and the competitive picture is illustrative.



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The business today, the eight pillars, and what to do and what it is worth.

THE BUSINESS TODAY

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What needs attention
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What we heard
The current state of the eight pillars

THE EIGHT PILLARS

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Pillar 1: Target Market Segments
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Pillar 3: Proof of Value
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Pillar 6: Channels & Partnerships
Pillar 7: New pricing
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Pillar 8: Customer success

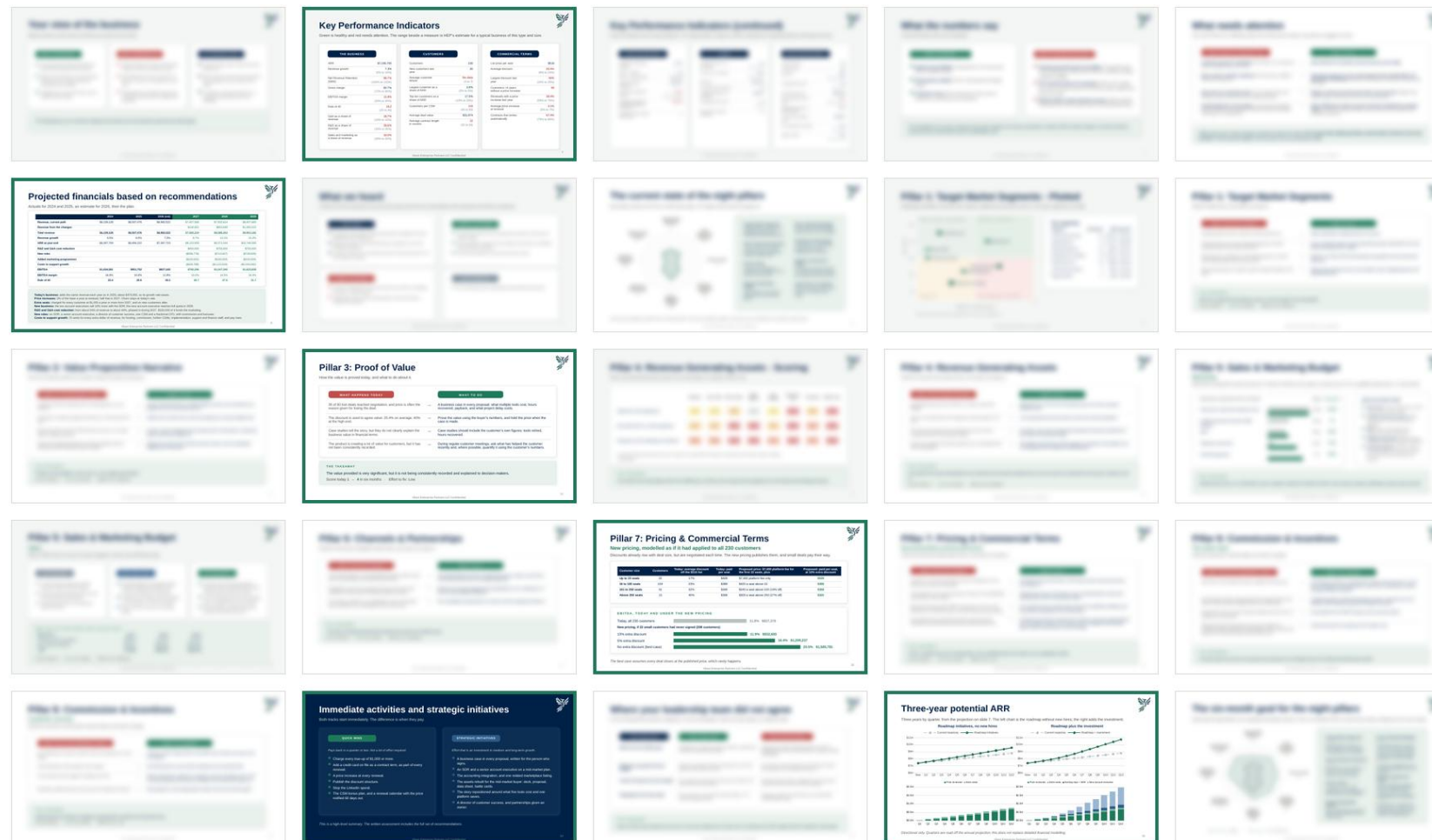
WHAT TO DO, AND WHAT IT IS WORTH

Immediate activities and strategic initiatives
Where your leadership team did not agree
Three-year potential ARR
The six-month goal for the eight pillars



This sample is 6 of the 25 slides in a full readout

The six outlined in green follow this page. The rest are what a client receives in the full readout.





Key Performance Indicators

Green is healthy and red needs attention. The range beside a measure is HEP's estimate for a typical business of this type and size.

THE BUSINESS

ARR	\$7,196,700
Revenue growth	7.3% (5% to 15%)
Net Revenue Retention (NRR)	96.7% (100% to 110%)
Gross margin	82.7% (72% to 85%)
EBITDA margin	11.8% (20% to 30%)
Rule of 40	19.2 (25 to 35)
G&A as a share of revenue	18.7% (10% to 15%)
R&D as a share of revenue	35.6% (15% to 25%)
Sales and marketing as a share of revenue	16.5% (20% to 30%)

CUSTOMERS

Customers	230
New customers last year	30
Average customer tenure	No data (4 to 7)
Largest customer as a share of ARR	2.6% (2% to 5%)
Top ten customers as a share of ARR	17.5% (10% to 25%)
Customers per CSM	115 (40 to 80)
Average deal value	\$31,974
Average contract length in months	12 (22 to 26)

COMMERCIAL TERMS

List price per seat	\$516
Average discount	25.4% (8% to 15%)
Largest discount last year	40% (20% to 25%)
Customers >4 years without a price increase	55
Renewals with a price increase last year	38.4% (55% to 75%)
Average price increase at renewal	3.1% (5% to 7%)
Contracts that renew automatically	67.4% (75% to 85%)



Projected financials based on recommendations

Actuals for 2024 and 2025, an estimate for 2026, then the plan.

	2024	2025	2026 (est)	2027	2028	2029
Revenue, current path	\$6,139,128	\$6,507,476	\$6,982,522	\$7,457,568	\$7,932,614	\$8,407,660
Revenue from the changes				\$134,651	\$653,649	\$1,493,522
Total revenue	\$6,139,128	\$6,507,476	\$6,982,522	\$7,592,219	\$8,586,263	\$9,901,182
Revenue growth	6.5%	6.0%	7.3%	8.7%	13.1%	15.3%
ARR at year end	\$6,397,759	\$6,494,222	\$7,367,723	\$8,123,959	\$9,371,044	\$10,746,569
R&D and G&A cost reduction				\$450,000	\$750,000	\$750,000
New roles				(\$599,778)	(\$710,947)	(\$728,935)
Added marketing programmes				(\$100,000)	(\$100,000)	(\$100,000)
Costs to support growth				(\$426,788)	(\$1,122,619)	(\$2,043,062)
EBITDA	\$1,034,581	\$951,752	\$827,165	\$760,296	\$1,247,340	\$1,623,828
EBITDA margin	16.9%	14.6%	11.8%	10.0%	14.5%	16.4%
Rule of 40	23.4	20.6	19.2	18.7	27.6	31.7

Today's business: adds the same revenue each year as in 2026, about \$475,000, so its growth rate eases.

Price increases: 3% of the base a year at renewal, half that in 2027. Churn stays at today's rate.

Extra seats: charged for every customer at \$1,000 a year or more from 2027, and on new customers after.

New business: the two account executives sell 10% more with the SDR; the new account executive reaches full quota in 2029.

R&D and G&A cost reduction: from about 54% of revenue to about 44%, phased in during 2027. \$100,000 of it funds the marketing.

New roles: an SDR, a senior account executive, a director of customer success, one CSM and a fractional CFO, with commission and bonuses.

Costs to support growth: 70 cents for every extra dollar of revenue, for hosting, commission, further CSMs, implementation, support and finance staff, and pay rises.



Pillar 3: Proof of Value

How the value is proved today, and what to do about it.

WHAT HAPPENS TODAY

35 of 90 lost deals reached negotiation, and price is often the reason given for losing the deal.

The discount is used to agree value: 25.4% on average, 40% at the high end.

Case studies tell the story, but they do not clearly explain the business value in financial terms.

The product is creating a lot of value for customers, but it has not been consistently recorded.

WHAT TO DO



A business case in every proposal: what multiple tools cost, hours recovered, payback, and what project delay costs.



Prove the value using the buyer's numbers, and hold the price when the case is made.



Case studies should include the customer's own figures: tools retired, hours recovered.



During regular customer meetings, ask what has helped the customer recently and, where possible, quantify it using the customer's numbers.

THE TAKEAWAY

The value provided is very significant, but it is not being consistently recorded and explained to decision-makers.

Score today **1** → **4** in six months · Effort to fix: Low



Pillar 7: Pricing & Commercial Terms

New pricing, modelled as if it had applied to all 230 customers

Discounts already rise with deal size, but are negotiated each time. The new pricing publishes them, and small deals pay their way.

Customer size	Customers	Today: average discount off the \$516 list	Today: paid per seat	Proposed price: \$7,400 platform fee for the first 15 seats, plus	Proposed: paid per seat, at 10% extra discount
Up to 15 seats	22	17%	\$428	\$7,400 platform fee only	\$539
16 to 100 seats	154	23%	\$398	\$420 a seat above 15	\$398
101 to 250 seats	41	32%	\$348	\$340 a seat above 100 (19% off)	\$358
Above 250 seats	13	40%	\$308	\$305 a seat above 250 (27% off)	\$320

EBITDA, TODAY AND UNDER THE NEW PRICING

Today, all 230 customers		11.8%	\$827,376
New pricing, if 22 small customers had never signed (208 customers)			
10% extra discount		11.9%	\$832,693
5% extra discount		16.4%	\$1,209,237
No extra discount (best case)		20.5%	\$1,585,781

The best case assumes every deal closes at the published price, which rarely happens.



Immediate activities and strategic initiatives

Both tracks start immediately. The difference is when they pay.

QUICK WINS

Pays back in a quarter or two. Not a lot of effort required.

- Charge every true-up of \$1,000 or more.
- Add a credit card on file as a contract term, as part of every renewal.
- A price increase at every renewal.
- Publish the discount structure.
- Stop the LinkedIn spend.
- The CSM bonus plan, and a renewal calendar with the price notified 60 days out.

STRATEGIC INITIATIVES

Effort that is an investment in medium and long-term growth.

- A business case in every proposal, written for the person who signs.
- An SDR and a senior account executive on a mid-market plan.
- The accounting integration, and one related marketplace listing.
- The assets rebuilt for the mid-market buyer: deck, proposal, data sheet, battle cards.
- The story repositioned around what five tools cost and one platform saves.
- A director of customer success, and partnerships given an owner.

This is a high-level summary. The written assessment includes the full set of recommendations.



Three-year potential ARR

Three years by quarter, from the projection on slide 7. The left chart is the roadmap without new hires; the right adds the investment.



Directional only. Quarters are read off the annual projection; this does not replace detailed financial modelling.



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Let's Accelerate Growth

