



HIXON ENTERPRISE PARTNERS

Sample 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.



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

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This sample is 6 of the 26 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

The measures investors look at first, and the ones HEP looks for. Green is healthy and red needs attention.

TYPICAL INVESTOR MEASURES

ARR	\$7,196,700	
Revenue growth	6.0%	5% to 15% †
Net Revenue Retention (NRR)	96.7%	100% to 110% *
Gross Revenue Retention (GRR)	94.8%	90% to 95% *
Gross margin	82.7%	72% to 85% *
EBITDA margin	14.6%	20% to 30% †
Rule of 40	20.6	25 to 35 †
CAC payback in months	17.5	12 to 18 †
Magic number	0.62	0.50 to 0.75 †

COMMERCIAL HEALTH MEASURES

Top ten customers as a share of ARR	17.5%	10% to 25% †
Customers per CSM	115	40 to 80 †
Average discount	25.4%	8% to 15% †
Customers without a price increase	60	
Renewals with a price increase last year	37.4%	55% to 75% †
Overage of \$1,000 or more not charged (52 customers)	\$86,296	

P&L measures are for 2025. For 2026, revenue growth is trending to 7.3%, the EBITDA margin to 11.8% and the Rule of 40 to 19.2, as estimated in the projected financials.

* A published benchmark; sources in Appendix B. † HEP's estimate, from experience, where no benchmark is published.



The pathway to your 2029 goals

Your goals, where the business is today, and where the plan could take it. The numbers behind it are in the projected financials.

Your goal for 2029	Measured by	Today	Projected, 2029
Growth of 20% a year	Revenue growth	7.3%	17.7%
A valuation of at least 5x ARR	Rule of 40	19	~34
Half of new ARR from firms with more than 250 employees	Share of new ARR won	8%	~45%

THE MAJOR INITIATIVES THAT MOVE THE BUSINESS TOWARDS THEM

1. Shift the spend Move about 8% of revenue from R&D and G&A into sales, marketing and customer success, from January 2027.	2. Build a mid-market team An SDR and a Senior Account Executive. New business no longer rests on two people, and the existing two win some mid-market deals too.	3. Collect what is earned A Director of Customer Success and one more CSM, agreed price increases at renewal, and true-ups of \$1,000 or more collected: by card up to \$2,000, by agreement above.	4. Sell to the mid-market buyer The story, the proof of value and the sales assets rebuilt for the person who signs.
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The plan gets close to the growth goal by 2029. The rest depends on whether the two existing Account Executives can lift their performance further, and whether the new Senior Account Executive and SDR beat a quota set deliberately at the existing team's level.



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 every customer at the end of last year

What customers paid last year by size, and what a new price list could do to profit.

Customer size	Customers	2025: average discount off the \$516 list	2025: 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	19	16.3%	\$432	\$7,400 platform fee only	\$543
16 to 100 seats	162	23.6%	\$394	\$420 a seat above 15	\$398
101 to 250 seats	31	33.2%	\$345	\$340 a seat above 100 (19% off)	\$357
Above 250 seats	15	40.6%	\$307	\$305 a seat above 250 (27% off)	\$319

EBITDA, LAST YEAR AND UNDER THE NEW PRICING

2025, all 227 customers		14.6%	\$951,752
New pricing, if 19 small customers had never signed (208 customers)			
10% extra discount		15.4%	\$1,014,332
5% extra discount		19.9%	\$1,382,441
No extra discount (best case)		24.0%	\$1,750,550

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



Immediate activities and strategic initiatives

Start both now. The immediate activities pay back sooner.

IMMEDIATE ACTIVITIES

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.
- Record where every lost deal went and why, and why every deal was won.

STRATEGIC INITIATIVES

Work that pays back over one to three years.

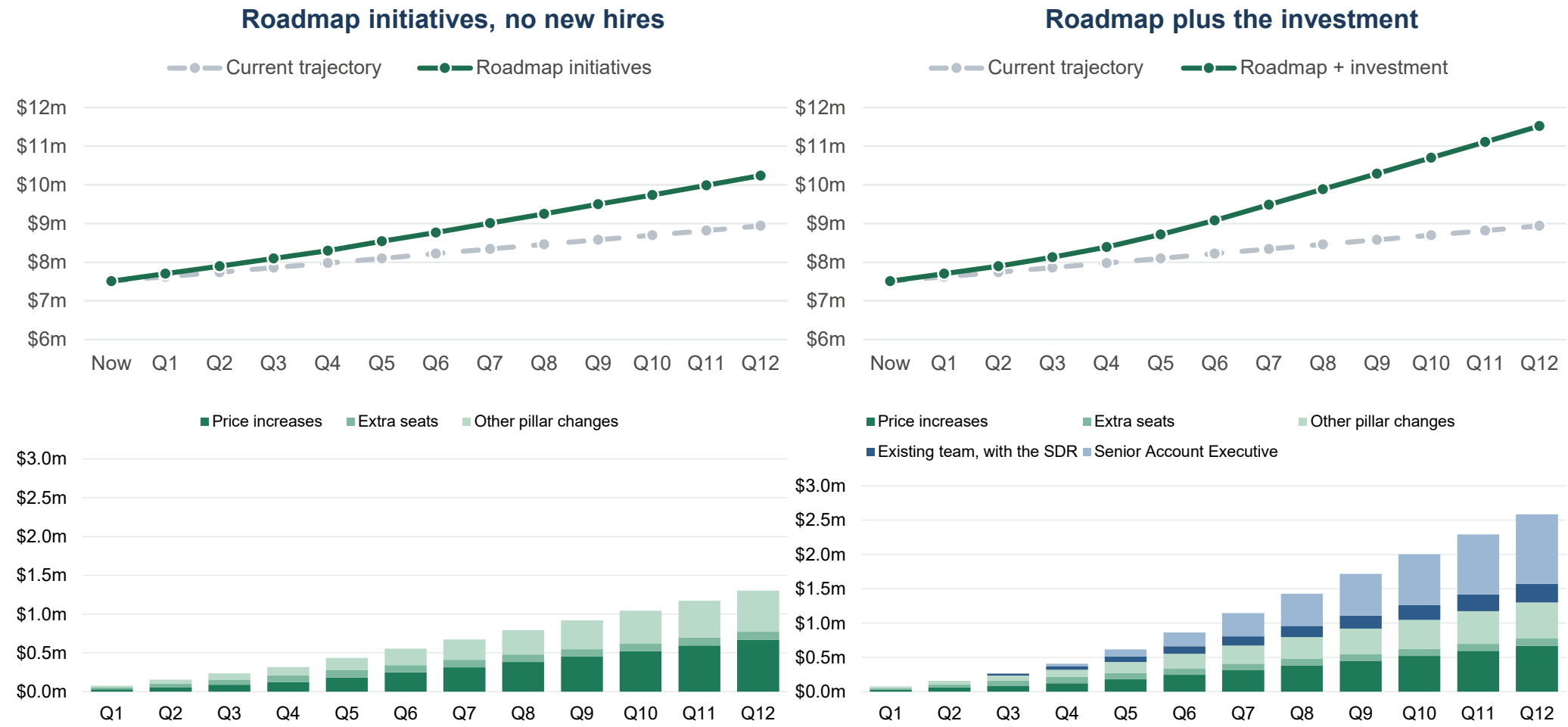
- A business case in every proposal, written for the person who signs.
- An SDR and a Senior Account Executive on a mid-market plan.
- The accounting integration, and one related marketplace listing.
- The revenue generating assets rebuilt for the mid-market buyer; battle cards and a white paper created.
- The story repositioned around what several tools cost and one platform saves.
- A Director of Customer Success and an additional CSM.
- Assign an owner to drive partnerships.

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



Three-year potential ARR

Three years by quarter, on the same assumptions as the projected financials.



A guide only. Quarters are read off the annual projection, and this does not replace detailed financial modelling.



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Let's Accelerate Growth

