



STATION
— HOUSTON, TX —

Background

- Focus on SaaS
- Observation of a common framework
- Innate understanding on the Coasts
- SaaS Lifecycle

SAAS LIFECYCLE

Stage

Data Flow

Capital

1 Achieve
PRODUCT-MARKET FIT



Product



Engineering

Seed

SAAS LIFECYCLE



Instrumentation

- Salesforce + Trello/Asana/Aha + Jira

Fundamental Units of SaaS Growth

- [1 AE + 2 SDRs]

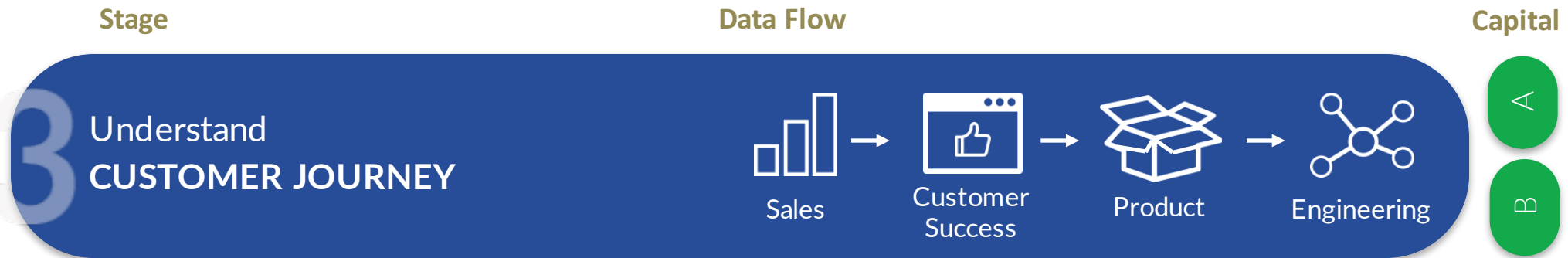
Metrics

- Pricing, Sales Cycle, Base-OTE // Payback Period
- Preliminary CAC/LTV

Series A

- \$500K to \$1M ARR

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Instrumentation

- Intercom/Mixpanel/Customer.io; Insight Squared

Fundamental Units of SaaS Growth

- [1 AE + 2 SDRs] + [1/2 CSM]

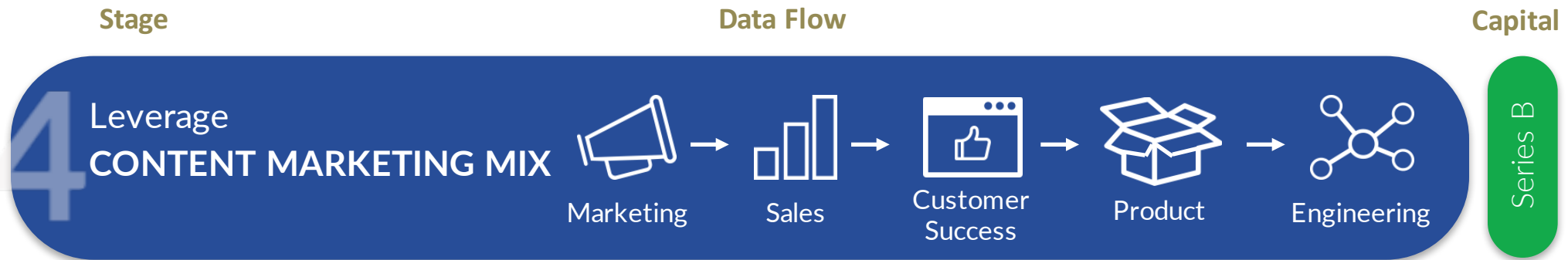
Metrics

- RAR, Churn; Improved CAC/LTV

Series B

- \$3M to \$5M ARR

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Instrumentation

- Hubspot/Pardot; Gainsight/Tatango

Fundamental Units of SaaS Growth

- { [1 BDR] + [1 AE + 2 SDRs] + [1/2 CSM] }

Metrics

- True CAC/LTV; Contribution Margin; RAR/Churn

Series B

- \$3M to \$5M ARR

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