

Case Study

Product Company
\$100K to \$1M in 12 Months

 **Clarity Connect**

 **TechLaunch**



Case Study

The Clarity Connect platform was operating with a revenue of \$100,000 per year for its iPaaS division. By implementing our best practices and coaching, they grew to over \$1,000,000 within 12 months.

Niche Marketing and Sales Process:

Our team worked with the Clarity Connect team to help establish a specific niche focus that enabled them to pierce the noisy iPaaS space and take a very competitive position in a specific segment of the market. This enabled TechLaunch to generate a significant amount of organic SEO, direct marketing and partnership leads that lead to its 10x growth in 12 months.

Overall Team and Process Scaling:

With a specific niche focus, we were able to collaborate with the Clarity Connect team to establish a development & project management implementation plan that includes specific, repeatable instructions and an attractive training & career development plan to attract a team that scaled the business.

Client Delivery:

Our team worked with the Clarity Connect team to help establish a robust on-boarding portal, set up specific internal steps for the development and project management team to follow and overall optimize the experience for Clients. When scaling at 10x, Client delivery must be one of the absolute highest priorities to ensure the scaling is stable and persistent.

Clarity Connect Timeline



2 Months

Niche Establishment and
Marketing Focus



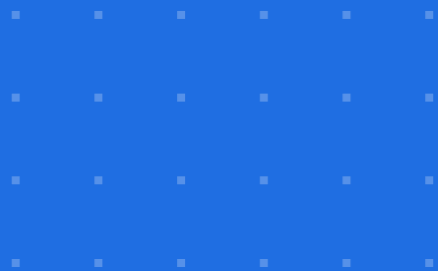
6 months

Optimize Implementation
and Customer Onboarding



4 months

Scale Team and
Scale Processes



Get in Touch with TechLaunch

If you're ready to 10x your business, visit our website, join our community or get in touch with us directly.

 gotechlaunch.com



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