

L5: Growth Marketing Accelerator

[click through the deck for overview](#)



StartupRunner®

Investment Model



StartupRunner is a holding company that buys equity in diverse early-stage startups that demonstrate the ability to generate free cash flow (FCF) increasing returns on equity (ROE) and earnings per share (EPS).

Berkshire Hathaway investing in early stage companies

Derick Thompson



Derick Thompson

Founder / GP / CEO

“Throughout my childhood, one of the people I admired most was my grandpa, Carl. He built a small music shop in Cincinnati from the ground up into a booming enterprise that generated \$10MM in annual sales and impacted his local community in amazing ways. Watching my grandfather inspired me to become an entrepreneur myself and teach others to do the same.”

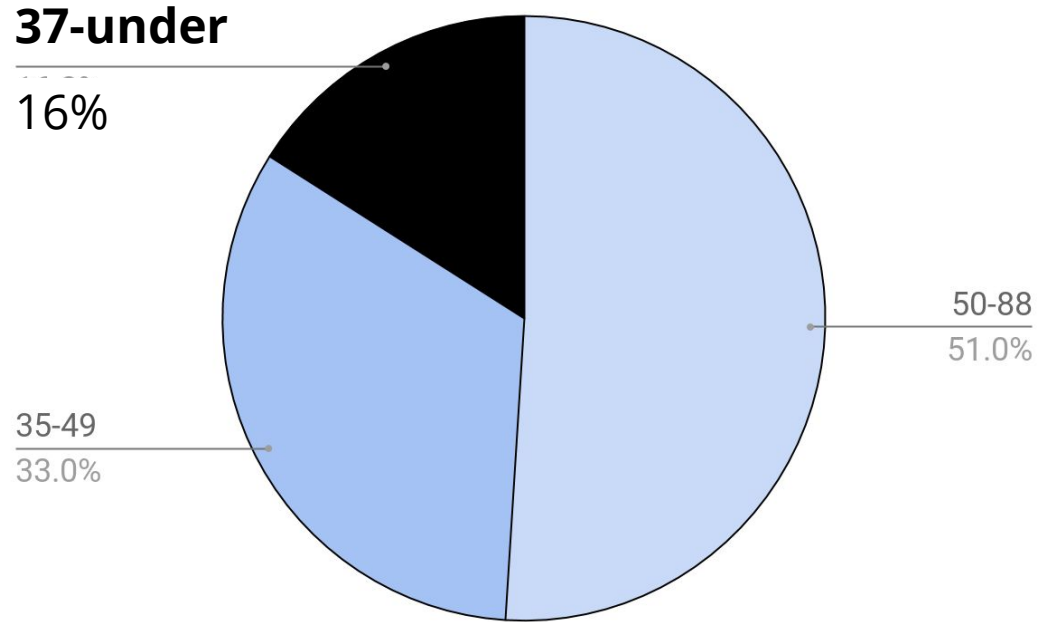
Mission



Inspire, educate and equip **Millennials** to build a **profitable business** that positively **impacts their community**.

A mission we've carried out hundreds of thousands of times the since 2013

Millennial Focus

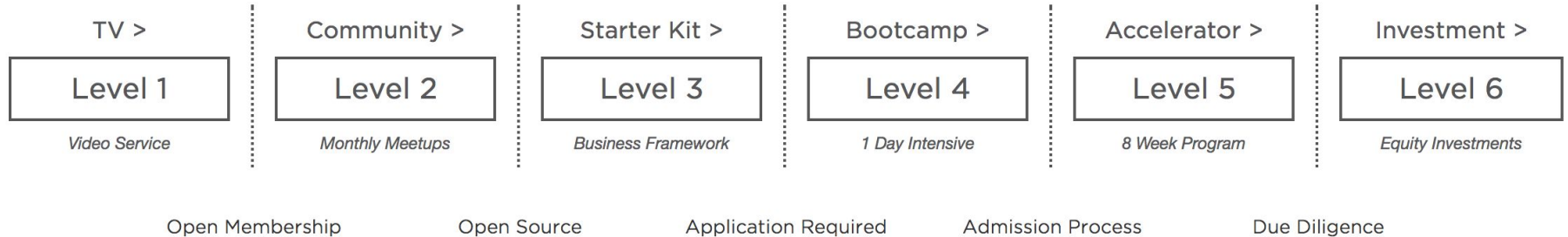


Entrepreneurs by Age In America

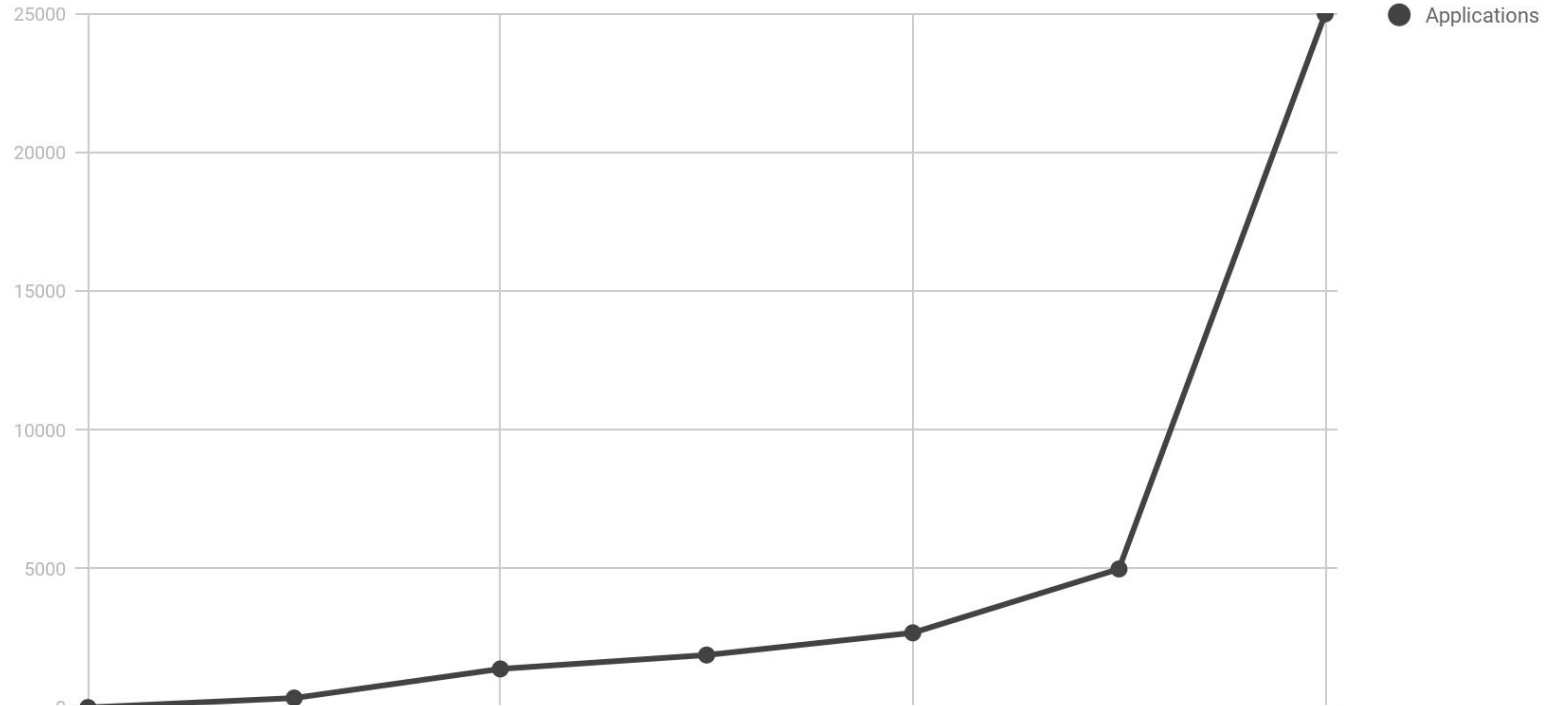
StartupRunner Platform

StartupRunner Levels 1 - 6

Multi-Level Platform For Millennials To Build A Profitable Business
That Positively Impacts Their Community



1000s of entrepreneurs apply - few are selected



If accepted you'll be joining a group of 50+ elite entrepreneurs building some of the most exciting companies in the USA.



Aspire Drinks



bizHive



Interplay Learning



Kammok



ScaleFactor



TreeHouse

We can help your business find product market fit while both parties evaluate if StartupRunner is the right value investor.

Jason Ballard



Bohannon's



Doug Donovan



Joe Born



Kurt Ratham



Greg McEvilly



GTM accelerator program grads that received investment after graduation

But, you have to have made it past *start* and be ready to accelerate *growth* to cross the chasm to product market fit.

Industry: Any

Business Stage: Companies leaving early stage as they try to cross the chasm, lead by founders with deep domain expertise helping the customers they will need to acquire.

Location: Located in USA

Years In Business: 3+

Lifetime Revenue: \$250K+

Trailing Twelve Month: \$250K+

Previously Raised: Any



Investment Window

Customer
Discovery

Customer
Validation

The Chasm

Customer
Creation

Company
Building

What To Expect

Our partners, growth marketing curriculum and platform will help you acquire more customers, gain operational efficiency while getting you ready for an investment.

SRC Partners

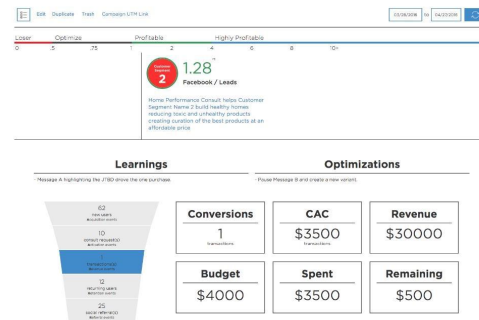


Growth Marketing Curriculum

Work To Be Done Video



Growth Marketing Platform



unparalleled value add due diligence process

We'll work with you across every key area of your business with a focus on growth marketing and product management.

Derick Thompson

Fund manager, angel investor, serial entrepreneur, management consultant, author.



Growth Marketing, Finances

Operations

Technology & Product Management



Thani Sokka

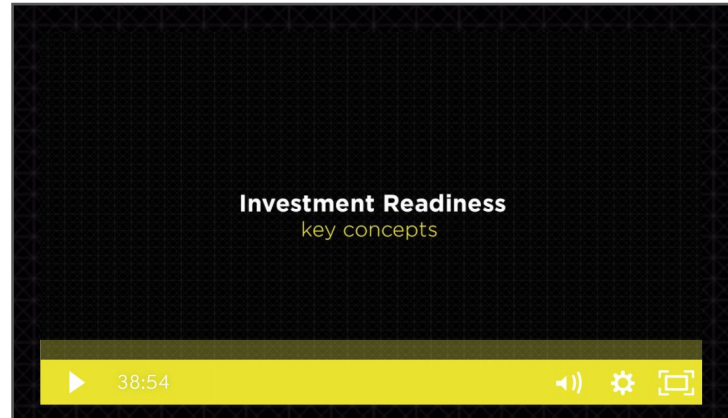
Technologist, former Google, VP of Technology at Dow Jones, Masters in CS from Johns Hopkins

Our growth marketing curriculum will teach you key concepts and provide plan for you and your team to follow.

Workshop 09 - Business Model Optimization



Workshop 10 - Investment Readiness



Detailed description of each education module



Phase I focuses on increasing qualified leads and the voice of the customer using growth marketing campaigns.

Module 1 | growth marketing audit

Build out your startup's value propositions on the SR platform. Review and alignment of existing sales and marketing activities to growth marketing approach.

Module 2 | growth marketing competitions

Build out growth marketing competitions to test customer interest through selected marketing channels.

Module 3 | growth marketing campaigns

Launch and optimization of value proposition marketing campaigns across selected marketing channels.



Phase II focuses on converting qualified leads to customers through marketing ads and landing page optimization, sales scripts and salesforce automation.

Module 4 | growth marketing sales process

Alignment of existing sales process to growth marketing. Setup and/or optimization of CRM system, automation workflows and lead pipelines.

Module 5 | growth marketing content creation

Review and alignment of existing content creation process to value proposition approach. Content creation for blog or other selected primary content channel.

Module 6 | growth marketing content syndication

Build out of content syndication engine to reach selected customer segments. Setup and/or optimization of Hootsuite social media tool and Wordpress/other Blog.



Phase III focuses on decreasing cost per lead, cost per conversion while increasing customer lifetime value.

Module 7 | growth marketing analytics

Get into deep analysis of growth marketing campaigns using Google Analytics.

Module 8 | growth marketing channel expansion

Research and turn on growth marketing campaigns in a diverse set of market channels to increase the volume of qualified leads and test channel saturation.



Phase IV focuses on optimizing business model profit efficiency for potential investment and refinement of your product backlog.

Module 9 | business model optimization

Analysis and optimization of business model based on growth marketing, operational and financial activities.

Module 10 | investment readiness

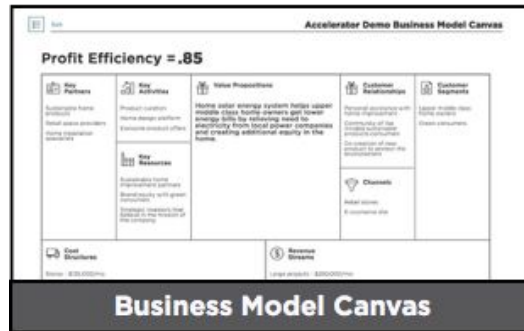
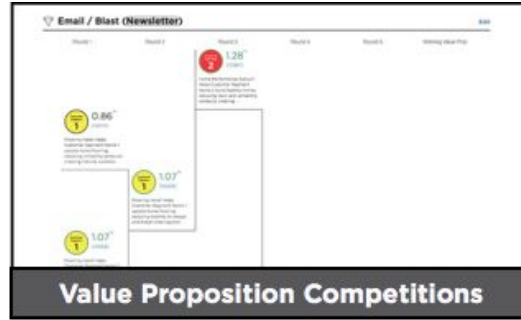
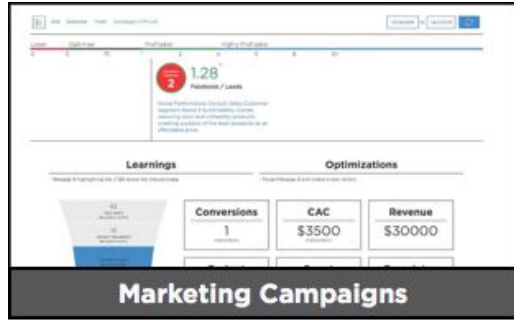
Creation of pitch deck to communicate investability of business.

Module 11 | product management

Optimization of product development roadmap using agile + scrum.



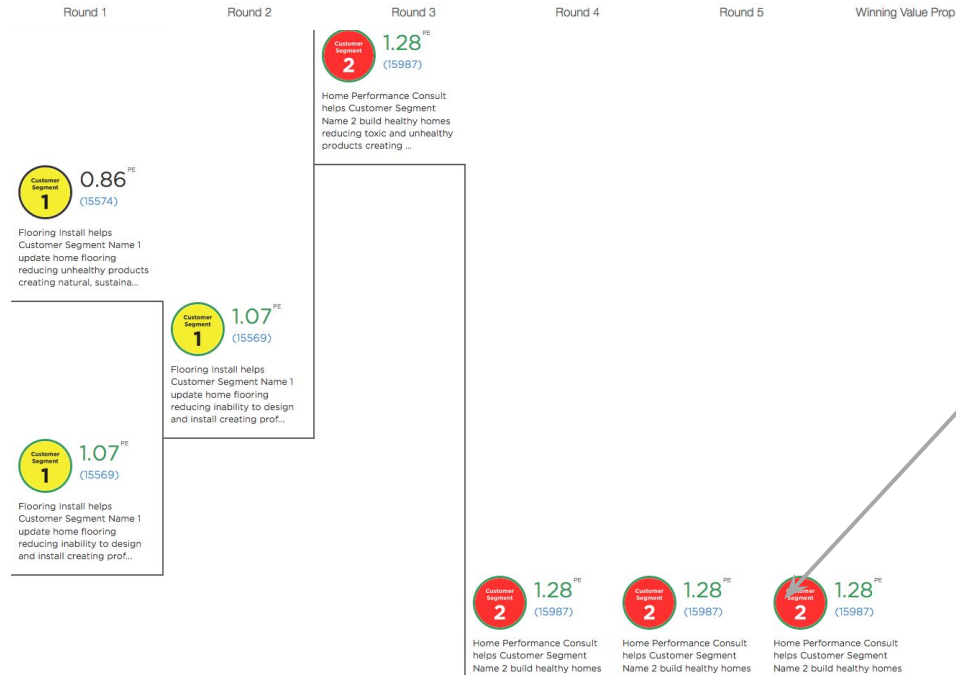
Our growth marketing platform makes it easy to manage and measures campaign performance to assess product market fit.



Value proposition competitions reveal which of your value props motivate the most customers to buy through which channels.

Email / Blast (Newsletter)

Edit



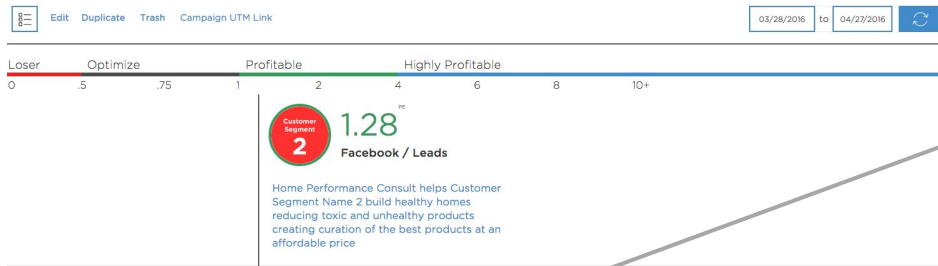
Profitable Customer Acquisition



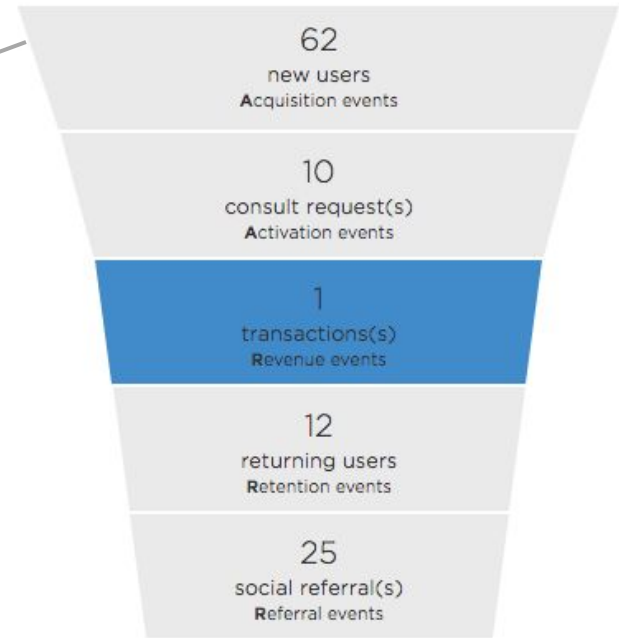
Home Performance Consult helps Customer Segment Name 2 build healthy homes reducing toxic and unhealthy products creating ...



Growth marketing campaigns generate more prospects, qualified leads, customers, revenue while providing fresh insights about the voice of your customers (VOC).



Growth Marketing Funnel

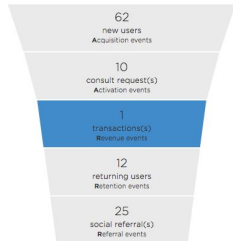


Learnings

- Message A highlighting the JTBD drove the one purchase.

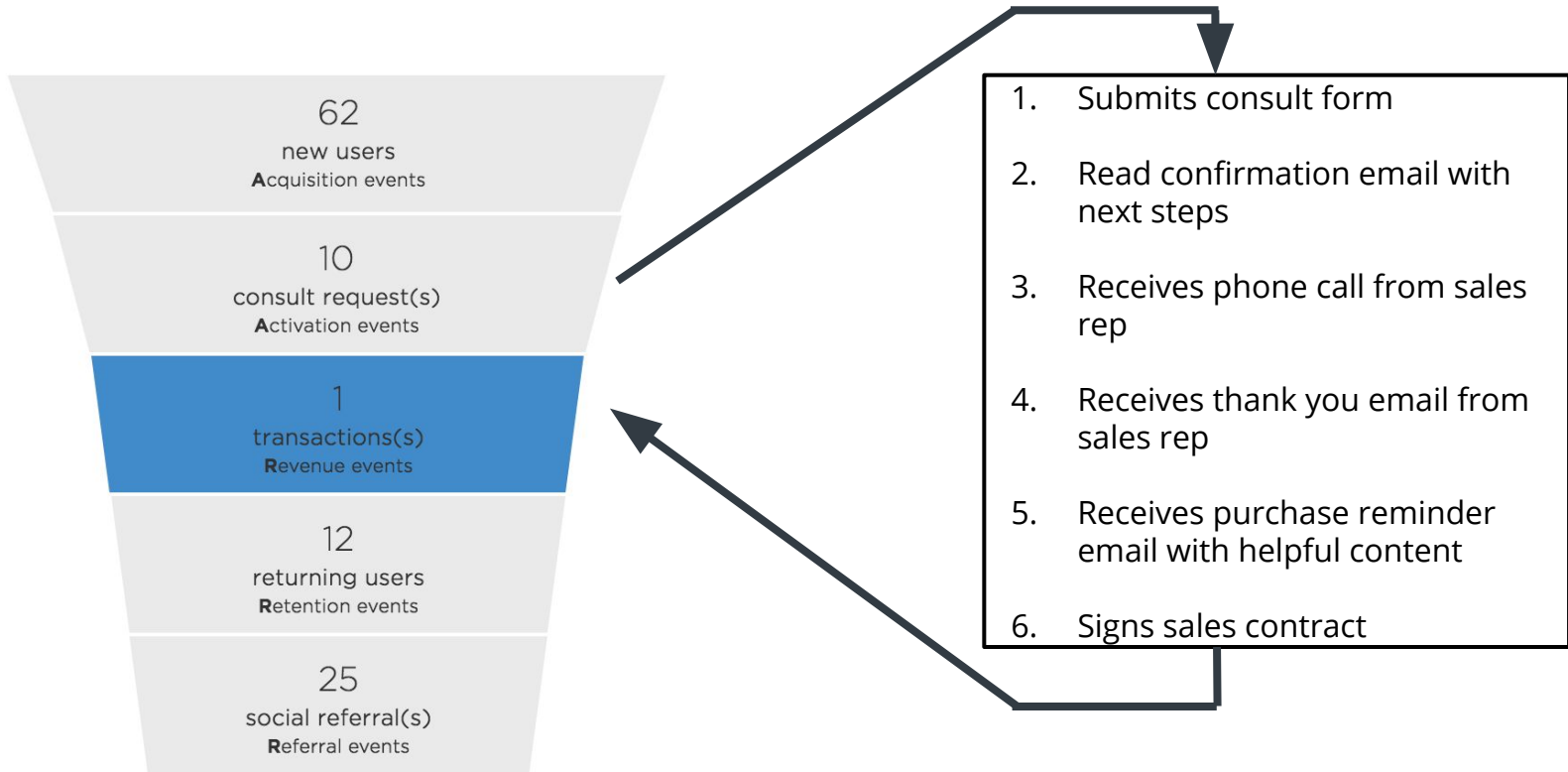
Optimizations

- Pause Message B and create a new variant.



Conversions	CAC	Revenue
1 transactions	\$3500 transactions	\$30000
Budget	Spent	Remaining
\$4000	\$3500	\$500

Growth marketing analytics reveal how to move customers more quickly through the sales funnel reducing time to sale.



By narrowing your value propositions you'll be able to optimize your business around what matters most your customers.



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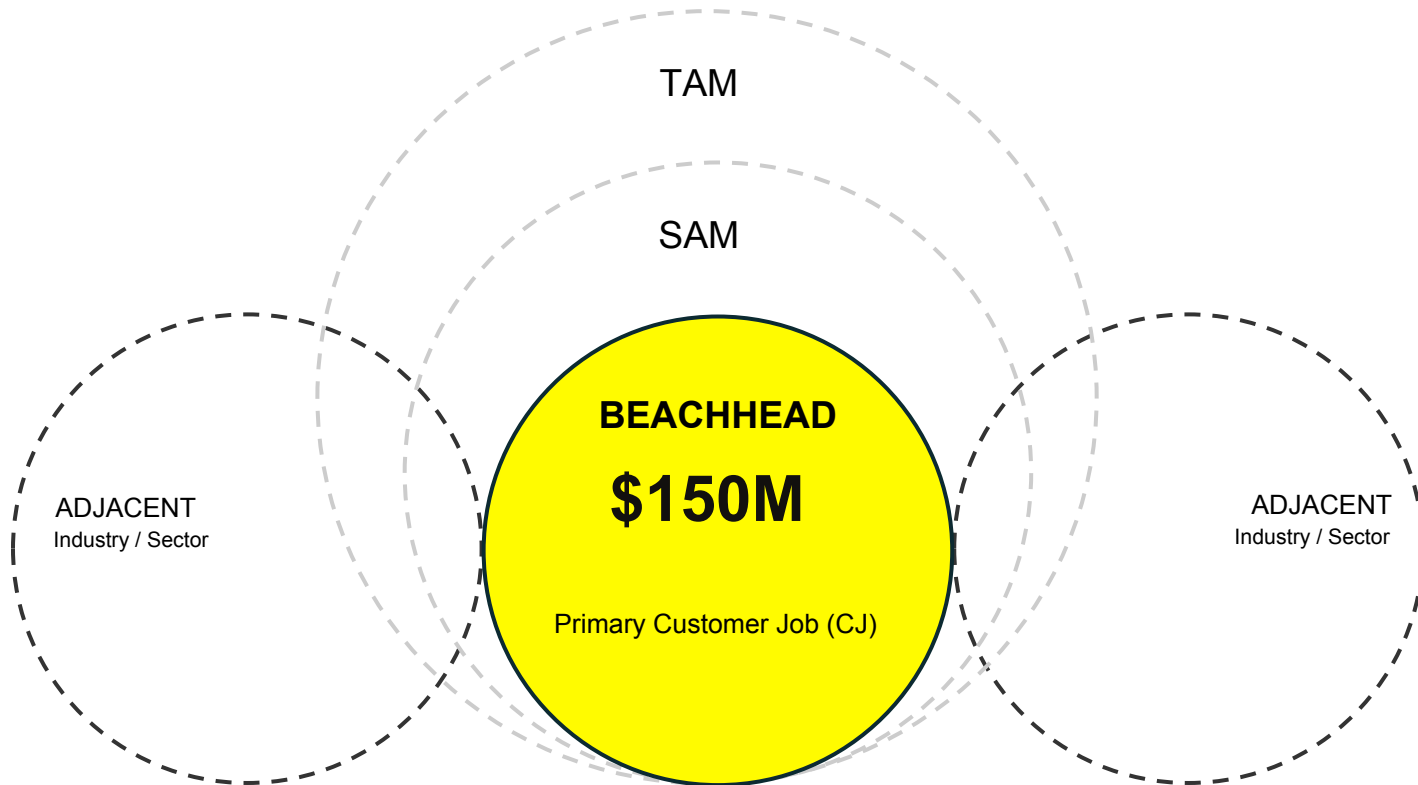
Accelerator Demo Business Model Canvas

Profit Efficiency = .85

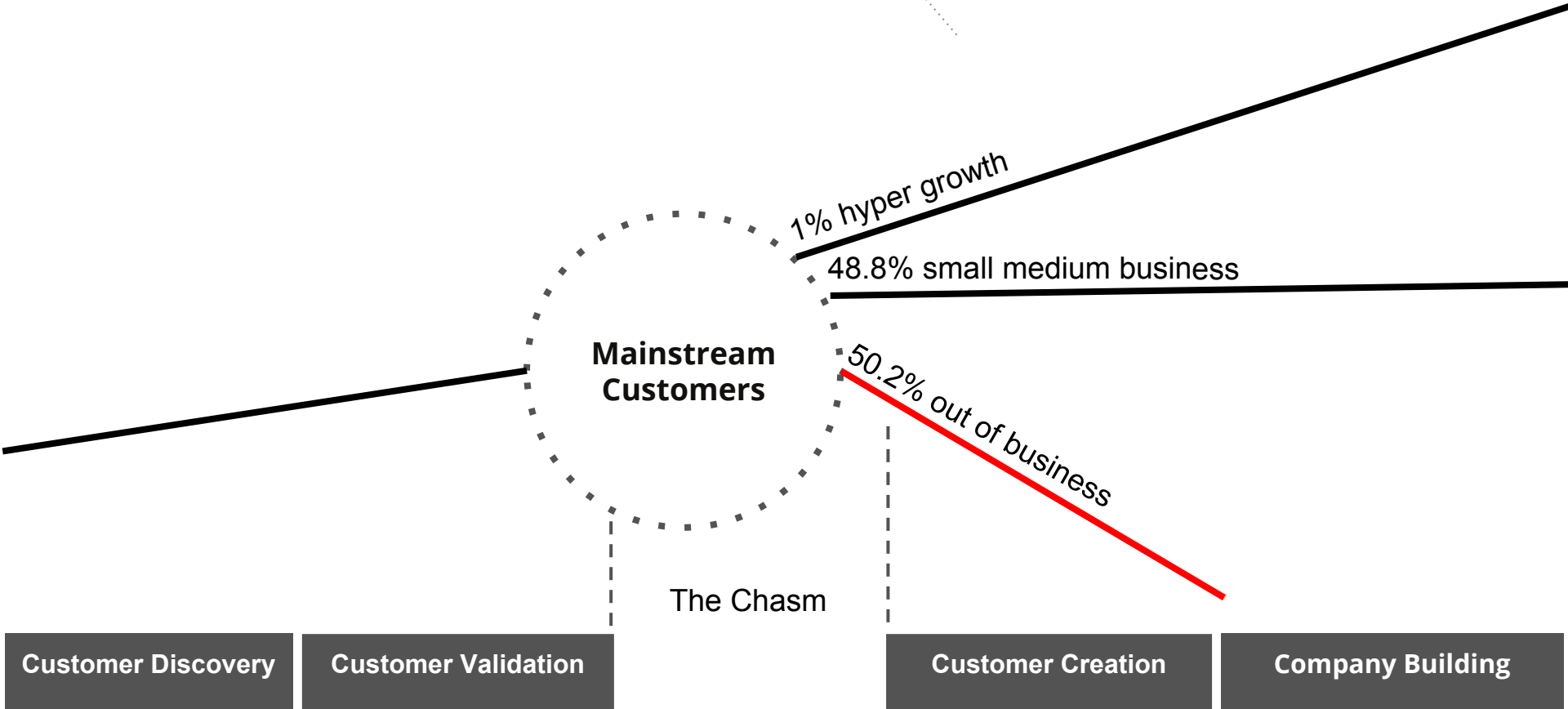
<p> Key Partners</p> <p>Sustainable home products Retail space providers Home installation specialists</p>	<p> Key Activities</p> <p>Product curation Home design platform Exclusive product offers</p> <p> Key Resources</p> <p>Sustainable home improvement partners Brand equity with green consumers Strategic investors that believe in the mission of the company</p>	<p> Value Propositions</p> <p>Home solar energy system helps upper middle class home owners get lower energy bills by relieving need to electricity from local power companies and creating additional equity in the home.</p>	<p> Customer Relationships</p> <p>Personal assistance with home improvement Community of like minded sustainable products consumers Co-creation of new product to protect the environment</p> <p> Channels</p> <p>Retail stores E-commerce site</p>	<p> Customer Segments</p> <p>Upper middle class home owners Green consumers</p>
<p> Cost Structures</p> <p>Stores - \$125,000/mo Staff - \$200,000/mo COGS - \$200,000/mo</p>		<p> Revenue Streams</p> <p>Large projects - \$250,000/mo Small Projects - \$100,000/mo Grab N'Go - \$100,000/mo</p>		



And identify a beachhead market to focus your increasing investment in sales and marketing activities.



Which increases the odds your business will cross the chasm from early adopters to mainstream customers finding product market fit.



Key Benefits

Official Partners



HubSpot

90% discount for accelerator participants




Google

\$100K Google Cloud Credits



INDUSTRY CITY

CAMP  DAVID



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Able



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Contactually



JUSTWORKS.

JustWorks

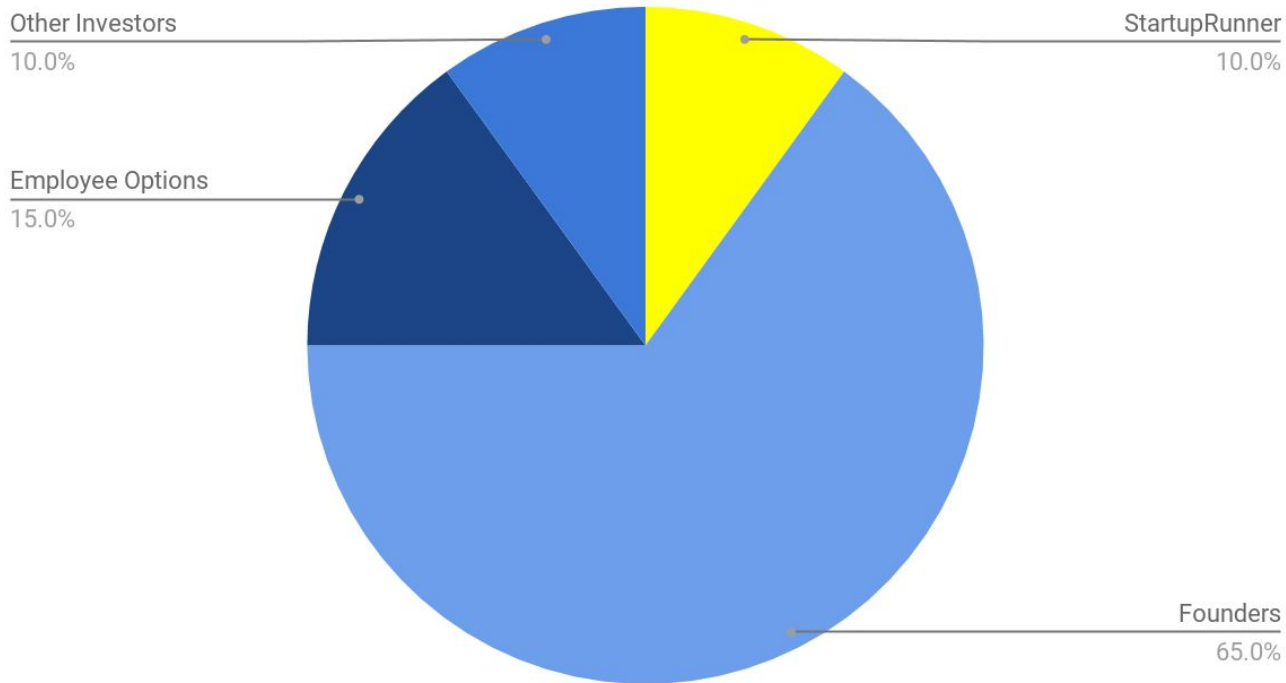


LineHire

LineHire

We make an equity investment in select accelerator grads

Ideal Cap Table



The Give & Take

You'll give us a convertible note at negotiated terms in exchange for participation in the program.

