

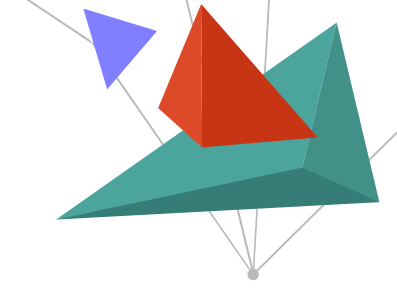
Managing Cash Burn During Scaling And Low Budget Marketing

Istvan Simon - CEO
Paige Tyrrell - Marketing

PREFIXBOX

The bottom of the slide features a decorative graphic consisting of various 3D geometric shapes like pyramids and triangles in shades of red, purple, and teal, connected by thin white lines, creating a network-like structure.

AGENDA



1. About us

- › Company intro

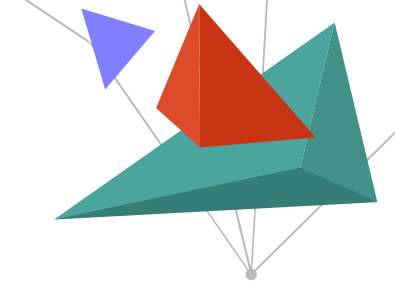
2. Scalable sales + marketing

- › Low budget sales + marketing
- › Getting leads
- › Taking it farther

3. Sales cash efficiency

- › What it is
- › How to calculate it

ABOUT US



We build intelligent eCommerce **on-site search tools** to help medium and large webshops boost online revenue and improve their shopping experience by using AI.

OUR COMPANY

- › B2B SaaS
- › Founded **5 years ago**
- › Based in **Budapest + Warsaw**

SOME OF OUR CUSTOMERS

 **ROSSMANN**

 **Praktiker**

 **extreme**
digital

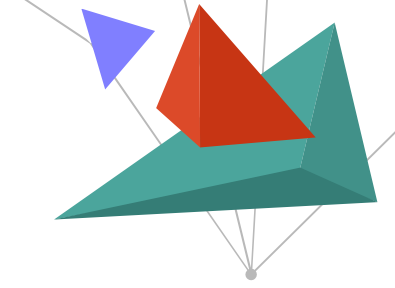
 **Auchan**

SCALABLE SALES + MARKETING

Growing revenue with a low budget

PREFIXBOX

LOW BUDGET SALES + MARKETING



YOU HAVE TO SPEND MONEY TO MAKE MONEY

WHAT TO DO WHEN YOU DON'T HAVE MONEY TO SPEND

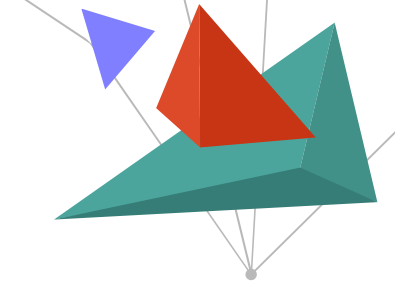
TEAM EFFORT

- › **Company goal:** grow revenue to increase value
 - › Sales
 - › Marketing
 - › CSM
 - › Happy customers, low churn
 - › Developers
 - › Revenue driven development

STRATEGY

- › Leverage all available resources
- › Plan ahead, but be ready to pivot
 - › Keep a list of ideas, segment by free/paid
- › Track everything
 - › Google Analytics and Hot Jar are free

GETTING LEADS



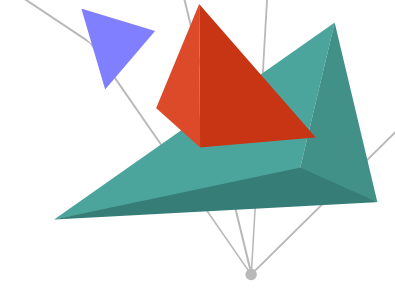
CONTENT CREATION

- › High-quality website – prospects prefer to research on their own
- › Blog – skyscrapers, infographics
- › SEO
 - › **AHREFs** – low cost, keyword planner, competition research
 - › **Backlink building** – friends, register the company on start-up databases
 - › **Yoast** - Wordpress plugin that helps you optimize content for SEO
- › Pop-ups –**Sumo** has a free package

DISTRIBUTION

- › Email marketing
 - › Sales prospecting, forms collect email addresses
 - › Keep leads warm, drive traffic to relevant pages, share new offers
- › Social media
 - › Test different posting formats – people not at your company share the posts

TAKING IT FURTHER



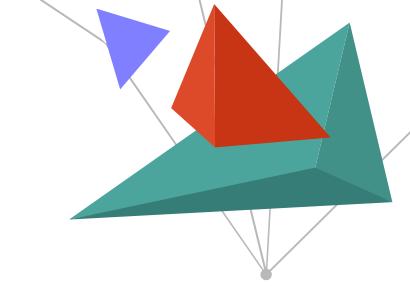
SALES ENABLEMENT

- › Create flyers, presentations, demos
- › Events
 - › Local meetups are free
 - › Conferences
 - › Usually have start-up packages or flexible on ticket price
 - › Always try to present

SALES CASH EFFICIENCY

SALES CASH EFFICIENCY

WHAT IS IT?



1

- › Guide to decide when to speed up or slow down burn

2

- › A way to calculate business growth efficiency

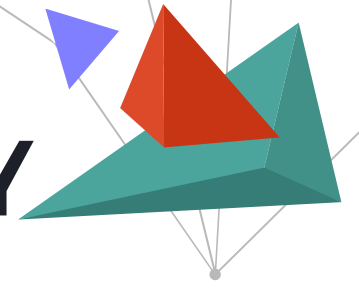
3

- › Can be used to keep your monthly burn in check

SOURCES:

(1) <https://www.slideshare.net/GuyTurner/five-steps-of-startup-go-to-market>

CALCULATING SALES CASH EFFICIENCY



$$\text{SCE} = \frac{\Delta \text{ net MRR}}{\text{net burn}}$$

$$7\% = \frac{\text{€3,500}}{\text{€50,000}}$$

< 2% is bad

5% is okay

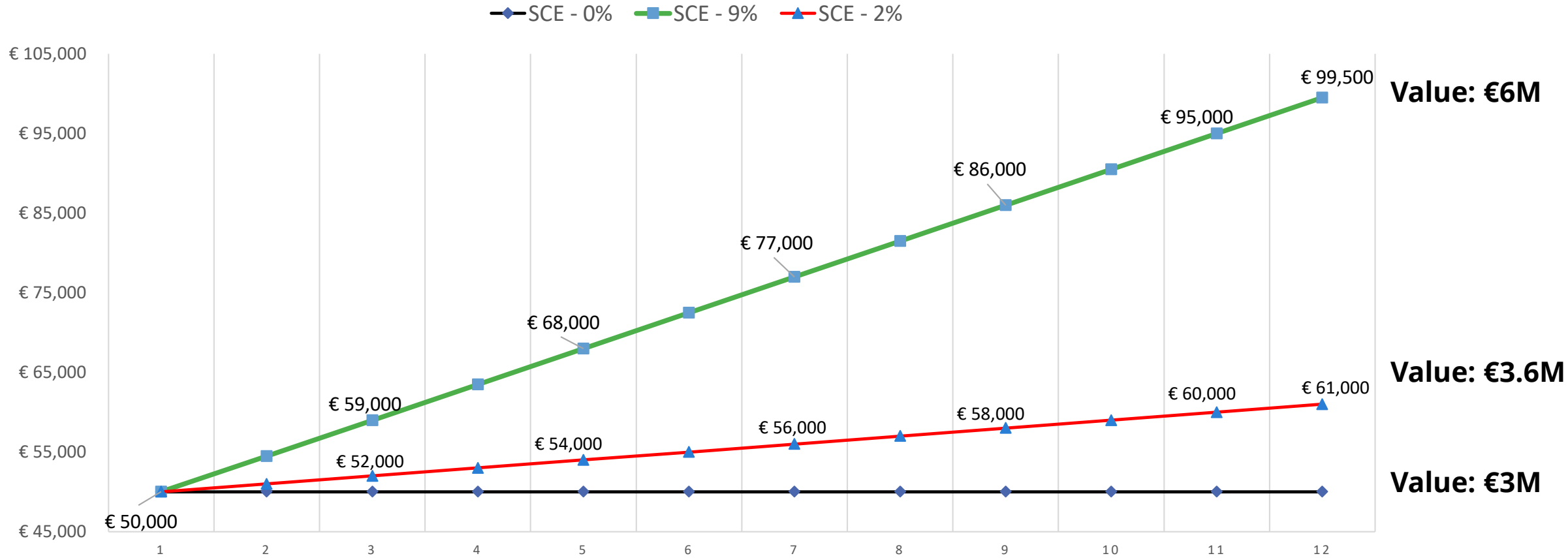
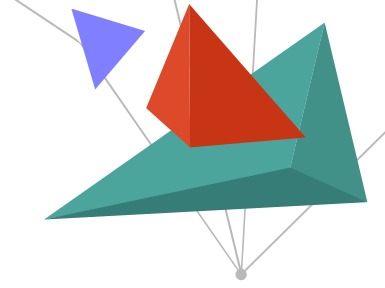
7% is great

> 10% is amazing!

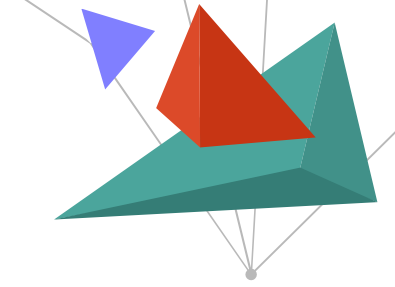
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BURNING 600K - VALUE CREATION



BUILDING SCALABLE SALES



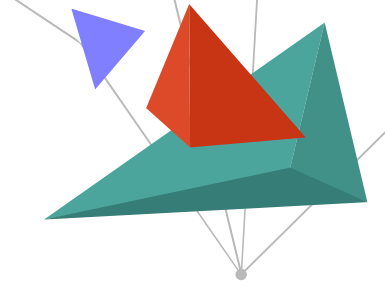
	MVP		EARLY PMF		PMF
GTM STAGE	FIRST SALE	FOUNDER SALES	SALES PEOPLE	SALES LEADER	SCALABLE SALES
Cash efficiency	< 2%	< 2-5%	5%	7%	> 7%
Net burn/month	€50k	€50k	€75k	€100k	€200k
MRR delta/month	€1k	€2k	€4k	€7k	€14k

INCREASE EFFICIENCY BEFORE MOVING TO THE NEXT STEP

SOURCES:

(1) <https://www.slideshare.net/GuyTurner/five-steps-of-startup-go-to-market>

COCKROACH ADVANTAGES



1

Avoid running out of money

2

Option to not raise money

3

Raise money for growth, not to cover existing burn

CONTACT US



simon@prefixbox.com



paige@prefixbox.com