

Creating impact in the SME market: success & challenges



Hi, I'm Reinhard.

I'm from a country that might win the World Cup.



10' The Teamleader story10' Some fun stuff // impact10' Some tough things // challenges

The **Teamleader** story.





We believe that businesses should focus on what matters most.



Enable micro SMEs to work smarter.





Pains we identified

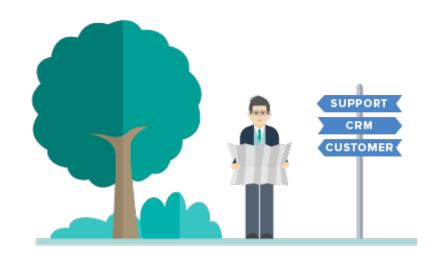
NO SOFTWARE They do everything manually **SINGLE TOOLS** They combine different single tools How do **ALL-IN-ONE TOOLS SMEs** do their They use too complex tools administration?

Waste of time and money



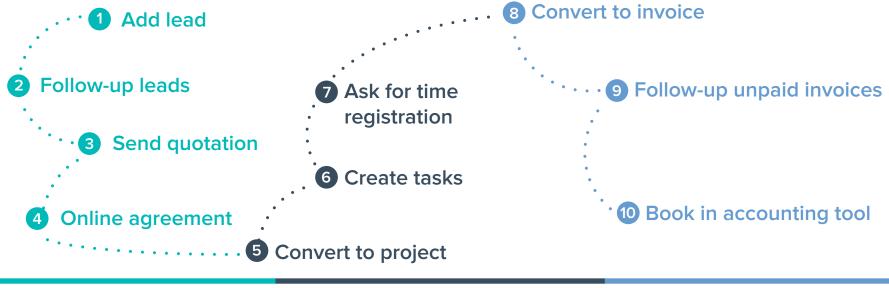
A software solution that's...

- INTUITIVE
- INTELLIGENT
- EASY-TO-USE
- AFFORDABLE

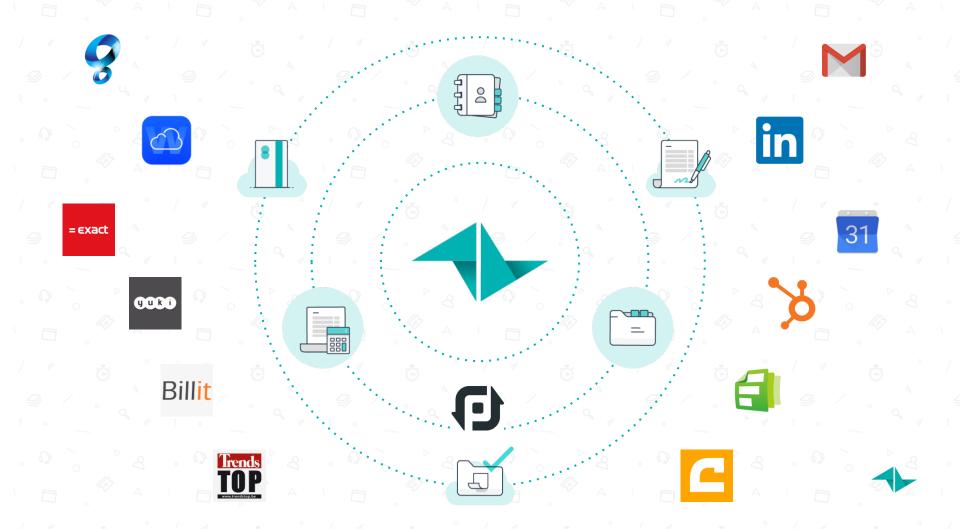




WORKFLOW









Integration fund

€ 1 0 0 0 0 0 0

TIMELINE

1st investment

of 1M



Expansion to Italy



Over 6000 SMEs work with **Teamleader**



Tech Startup Award



Expansion

to Spain



Teamleader Marketplace



Teamleader hires its 150th employee



Expansion to France



2nd investment

of 2.5M



.....

Expansion

Teamleader rebranded & redesigned



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3rd investment of 10M



Expansion

to The

Netherlands



March

July

November

May

June 2017

July 2017

July 2017

October 2017



Teamleader takes

its first steps into

2014

Teamleader

app

November 2014

May 2015 November 2015

2016

2016

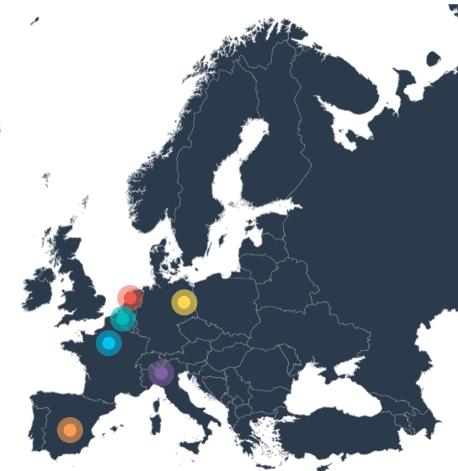
2016

2016

2017

EU MARKET LEADER

- Belgium Ghent
- The Netherlands Amsterdam
- Germany Berlin
- Spain Madrid
- France Paris
- Italy Milano



10' Cool stuff.

Things with impact.



#1. A scalable process as basis for everything



A SCALABLE CUSTOMER JOURNEY

MARKETING SALES CUSTOMER SUCCESS



#2. METRICS OBESSION



Marketing impact = business impact

Lead intake too low	Not enough work for sales (now)
Cost per lead too high	Too expensive marketing (angry CFO)
MAC / CAC too high	No sustainable growth model
Churn too high	Product market fit?
ARPA too low	Attracted wrong customers

In our SaaS model, marketing results directly drive business impact



#3. Sorry for the buzzword: 'agile'

- You can really be faster, if you want
- **Open** the week **close** the week
- Make your meetings 50% shorter
- Small teams, monofocus
- Short-term goals
- 'What is success this week?'



#4. Playbooks playbooks playbooks

- If something works, scale it fast
- Document obsessively
- Invest enough time in detailed playbooks
- Share across the teams / countries



10' TOUGH THINGS.

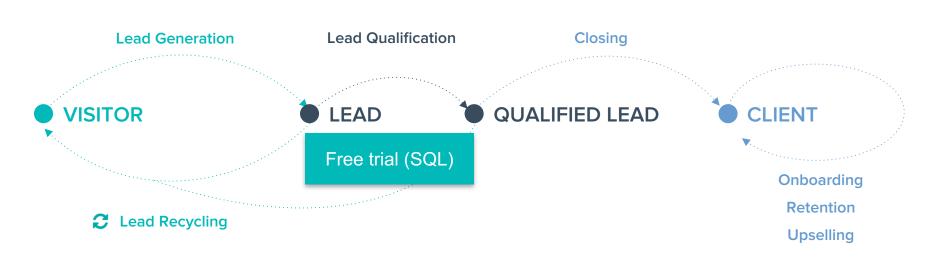


#1. Question your key success factor.



A SCALABLE CUSTOMER JOURNEY

MARKETING SALES CUSTOMER SUCCESS





#2. Building a hypergrowth team



Closing thought.





When in (acquisition) marketing mode, don't forget your customers.

Put them first, visit them, invite them, talk to them, understand them.



Teamleader program





QUESTIONS? SHOOT.



DONE!

THANKS FOR THE ATTENTION.

