

MANAGING B2B SAAS

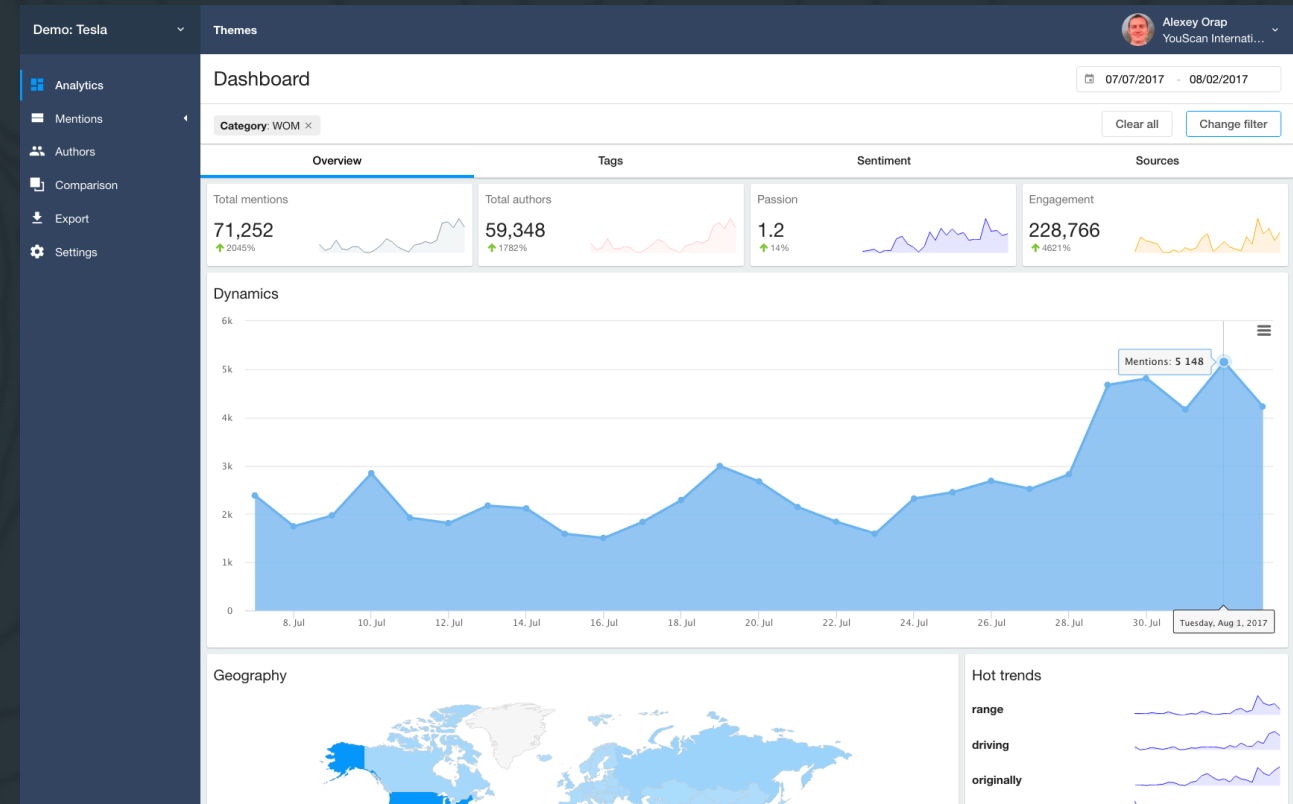
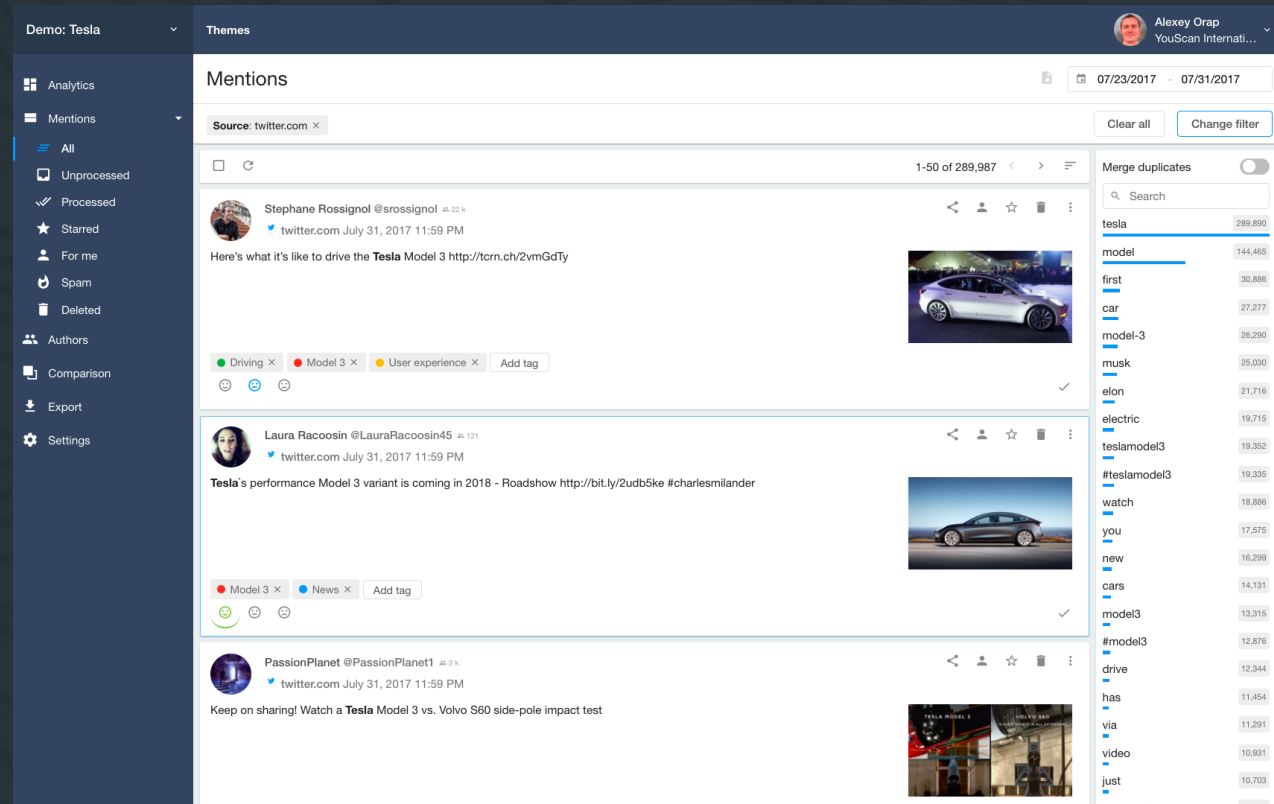


ALEXEY ORAP

CEO & FOUNDER, YOUSCAN.IO

AUTHOR, SAASDOJO.COM

YOUSCAN



- AI-BASED SOCIAL MEDIA MONITORING PLATFORM
- B2B SAAS, HI-TOUCH SALES
- \$3.5M ARR, 70+ PEOPLE
- USED BY MAJOR INTN-L BRANDS

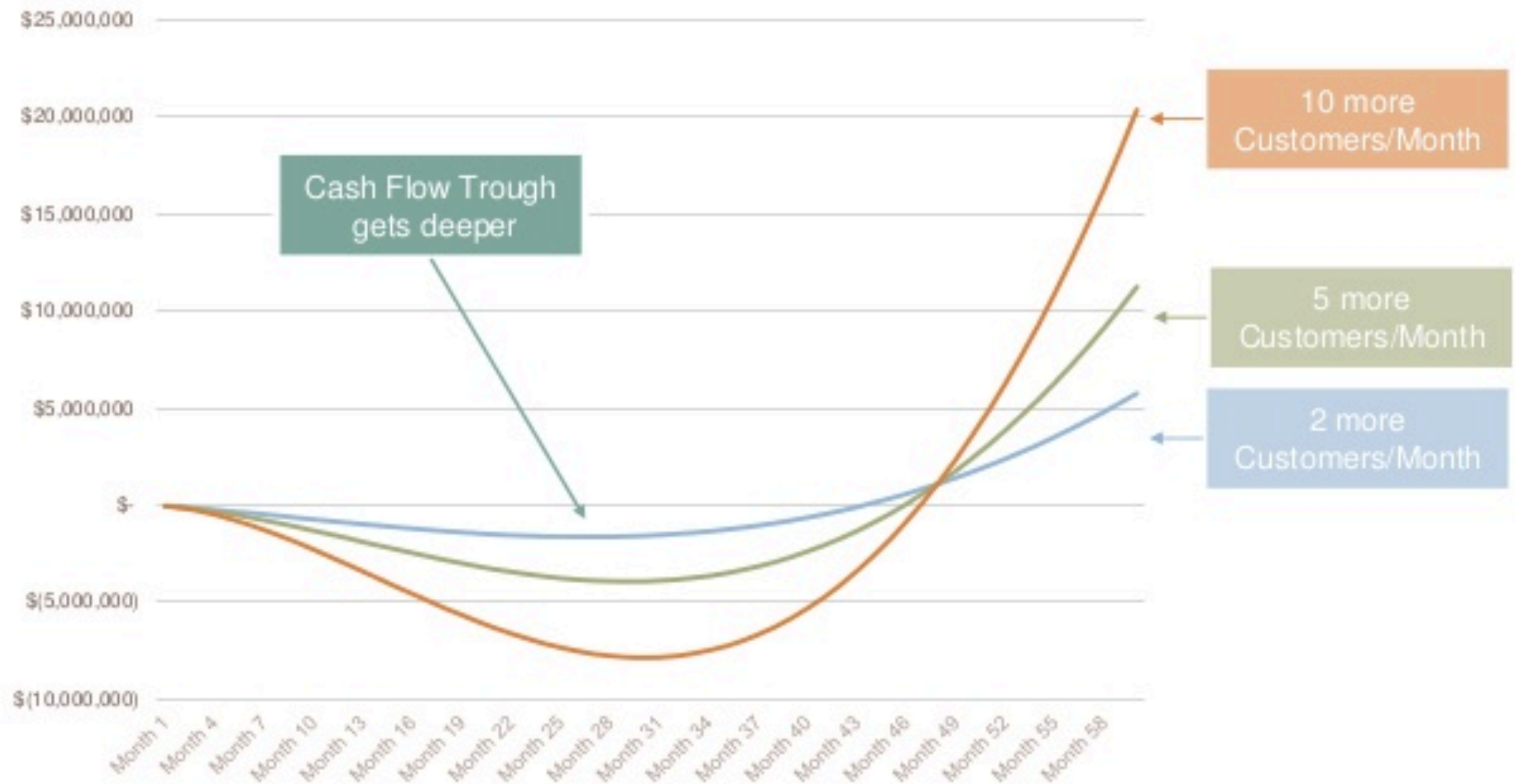


KEY ASPECTS OF SAAS MODEL

CASH-IN RAMPS UP SLOWLY

- NO IMMEDIATE PAY-BACK ON EFFORTS
- STRONG CASH MANAGEMENT NEEDED

What's the impact of faster growth?



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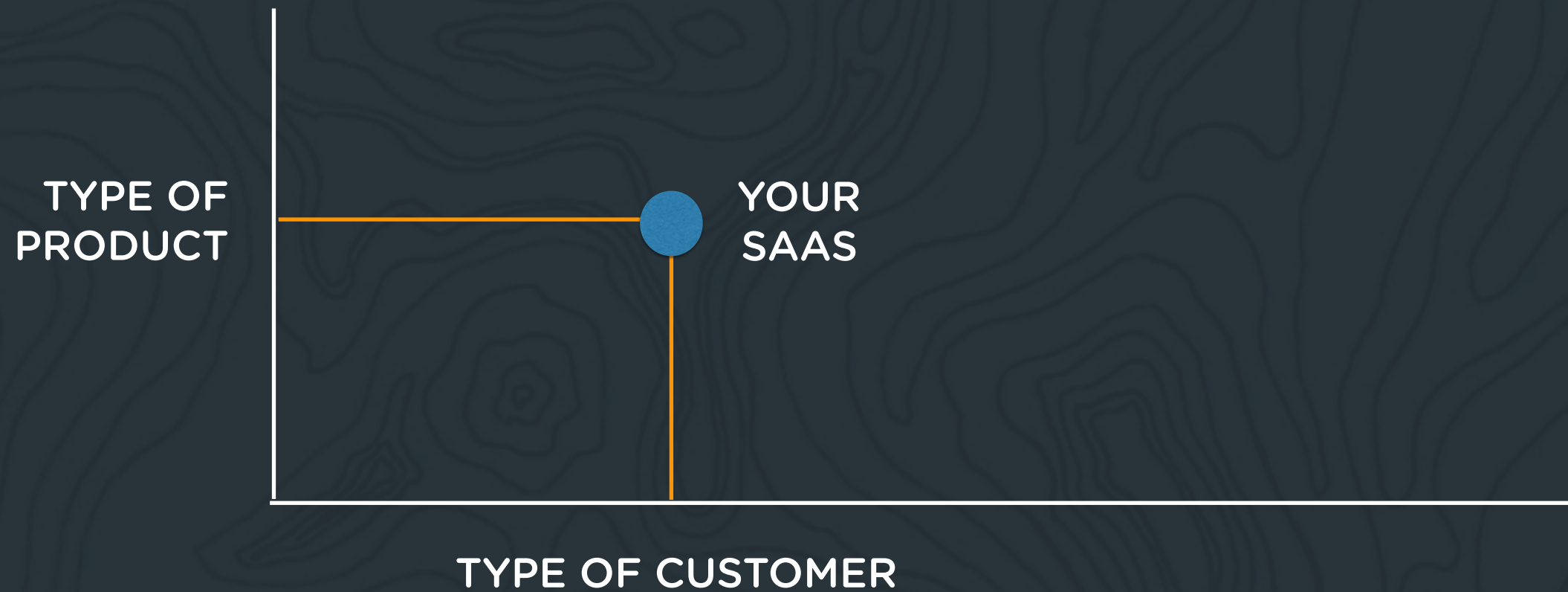
.. BUT EFFORT COMPOUNDS

HARD TO GET TO INITIAL \$1M.. EASIER THEN

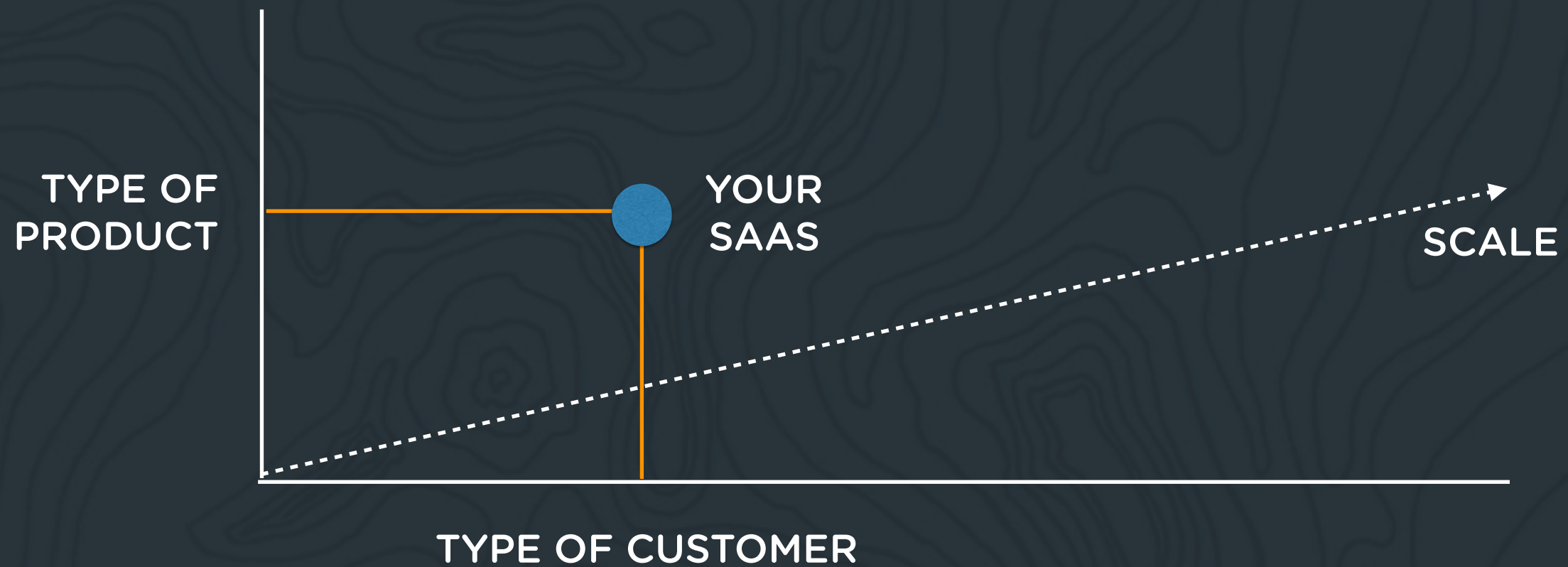
COMPETITION IS HARSH
(WEAK NETWORK EFFECTS)

YOUR BUSINESS PROCESS MUST ALWAYS EVOLVE
(CHANGE VS SCALE)

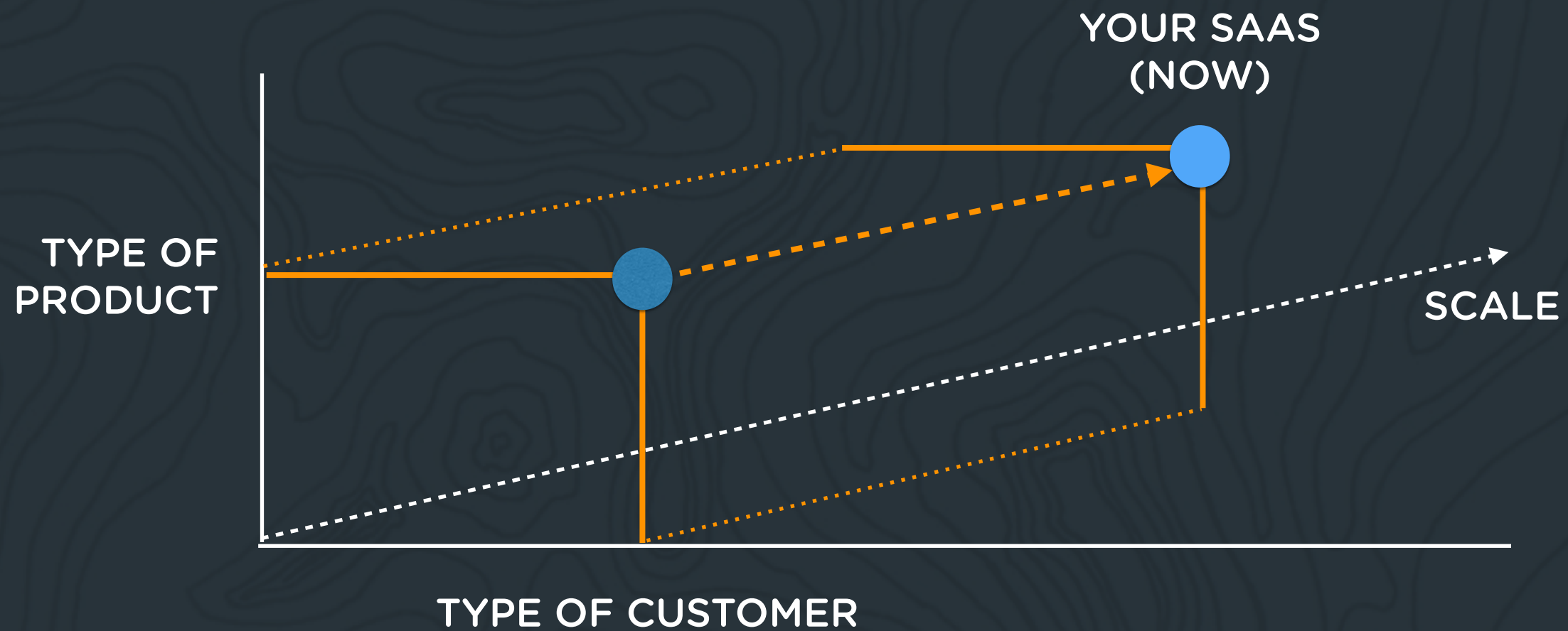
NO “ONE SIZE FITS ALL” MODEL



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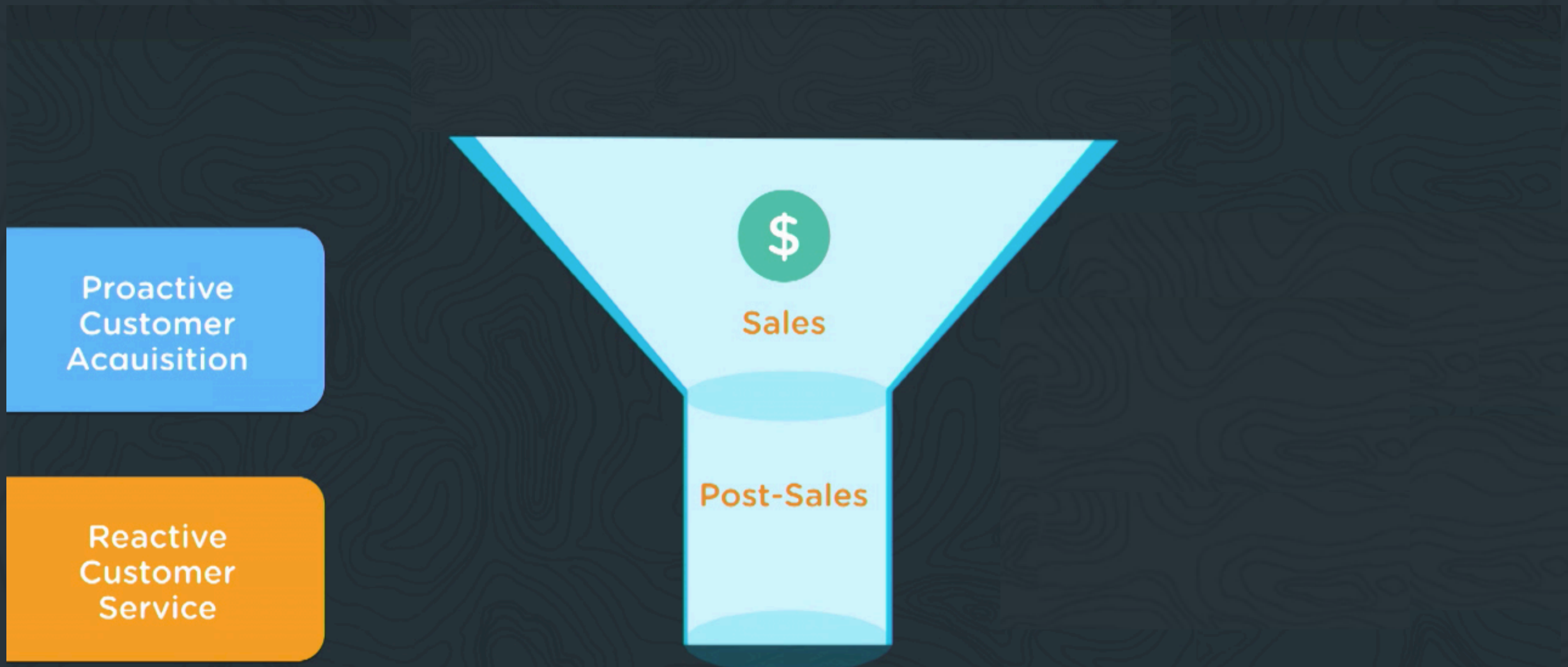
NO “ONE SIZE FITS ALL” MODEL



SAAS REVENUE MODEL

NO MORE “SALE” vs “POST-SALE”:
70-95% LTV GENERATED AFTER INITIAL SALE

COLLABORATION OF SALES & CS IS KEY.



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MIS-ALIGNED GOALS?

	KEY METRICS	HOW TO ACHIEVE?
SALES	NEW DEALS, NEW REVENUE	MORE CLIENTS AT ANY COST
CS	RETENTION, CSAT	LESS CLIENTS, MOTIVATED CLIENTS
COMPANY	MRR	MORE LONG-TERM CLIENTS

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CLEAR BOUNDARIES & COMP PLANS

SALE

EXPANSION,
RENEWAL

SUPPORT

SALES TEAM

REACTIVE
SUPPORT TEAM

SALES TEAM

SALES + CS

PRO-ACTIVE CS TEAM

SALES TEAM

PRO-ACTIVE CS TEAM

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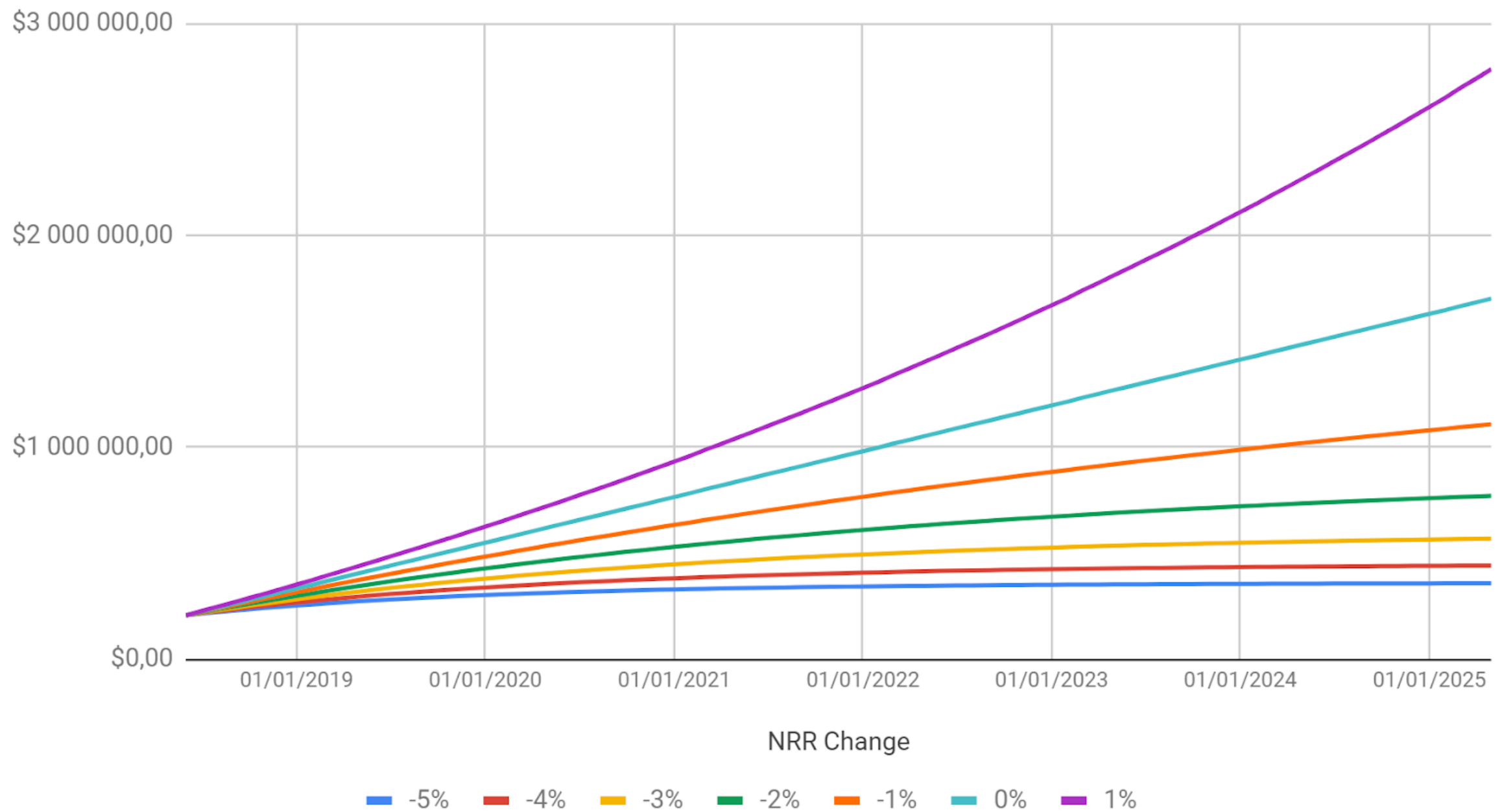
SALES TEAM



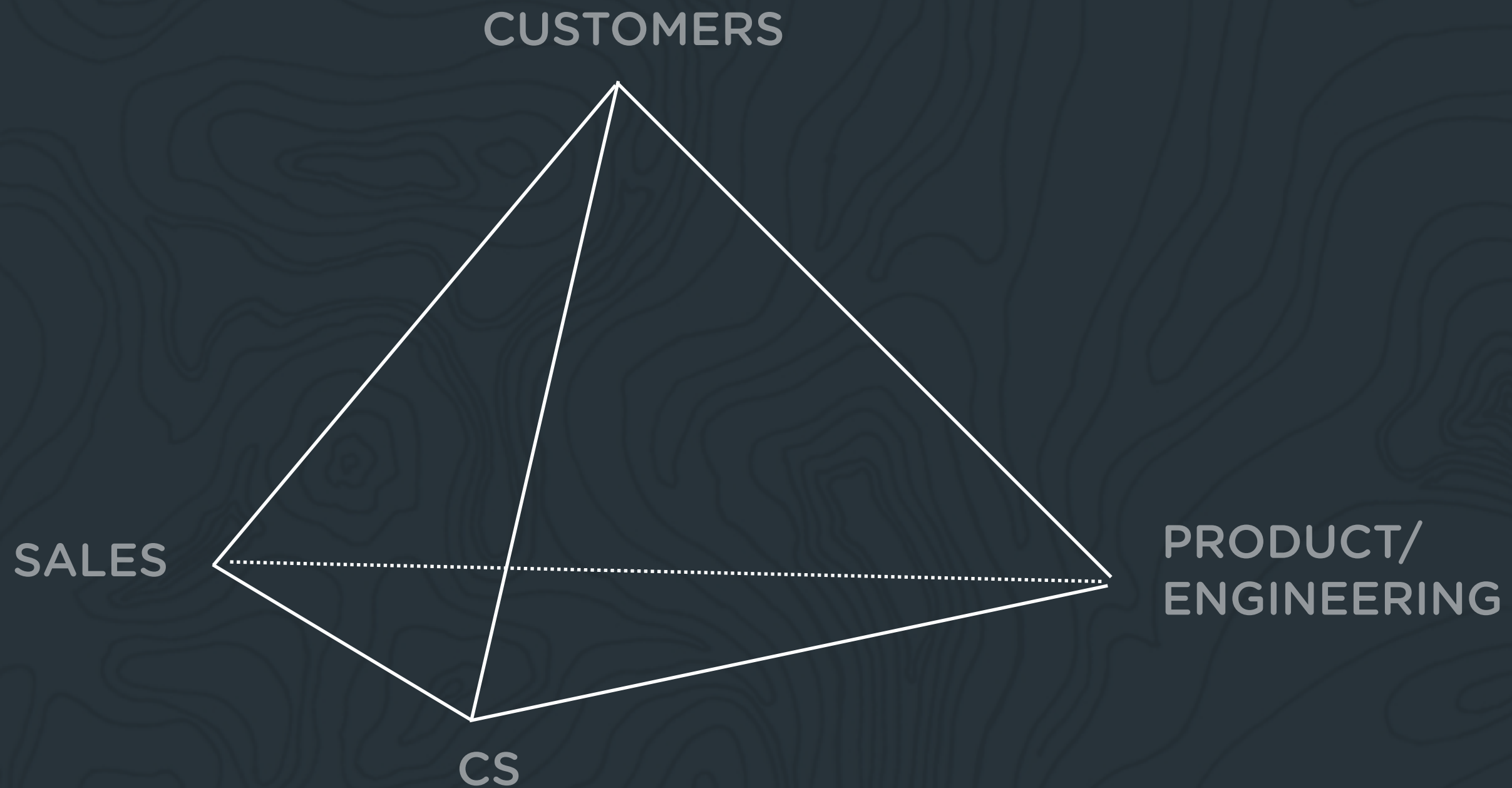
PRO-ACTIVE CS TEAM

IMPORTANCE OF RETENTION

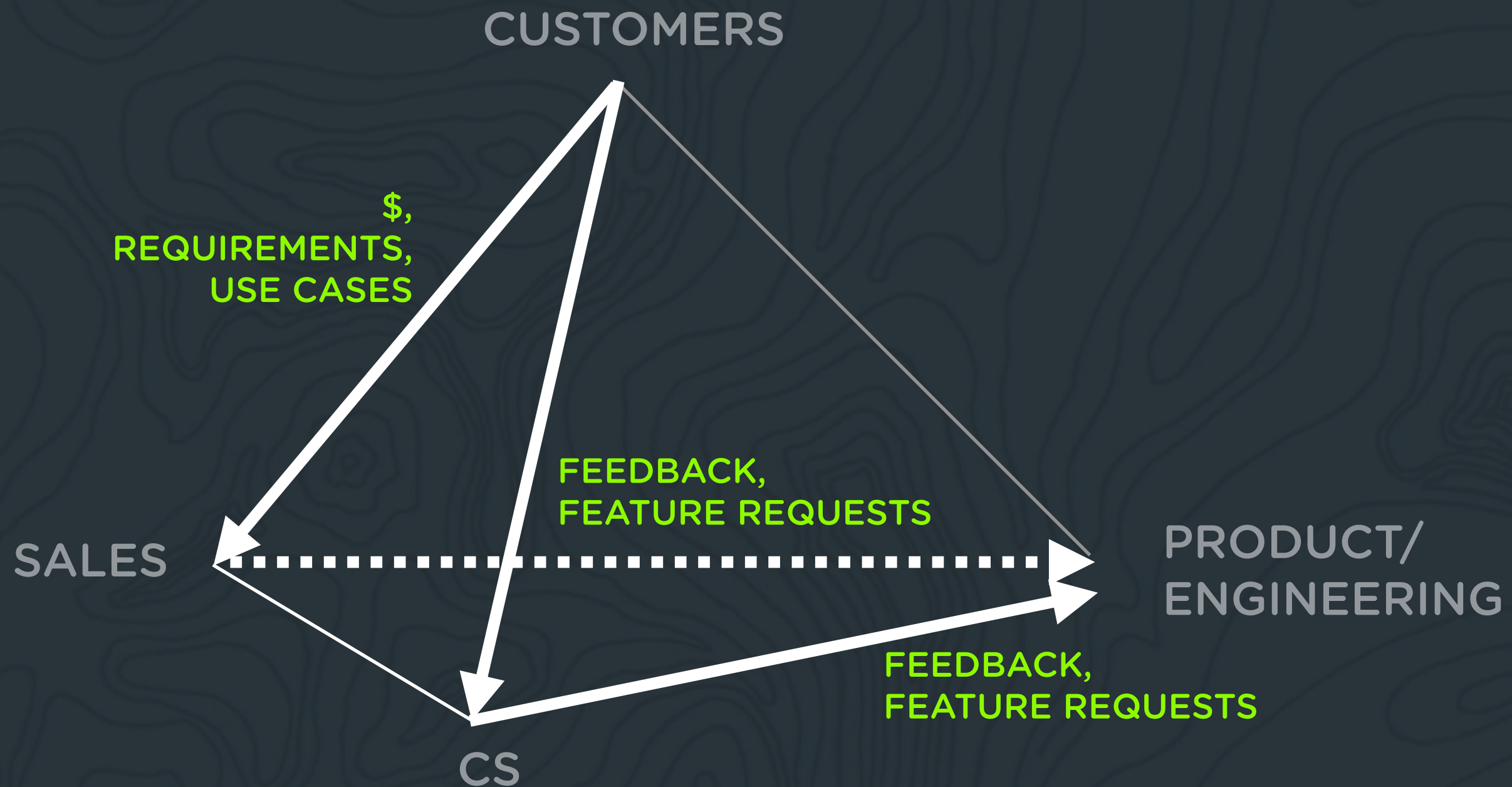
MRR (NRR change)



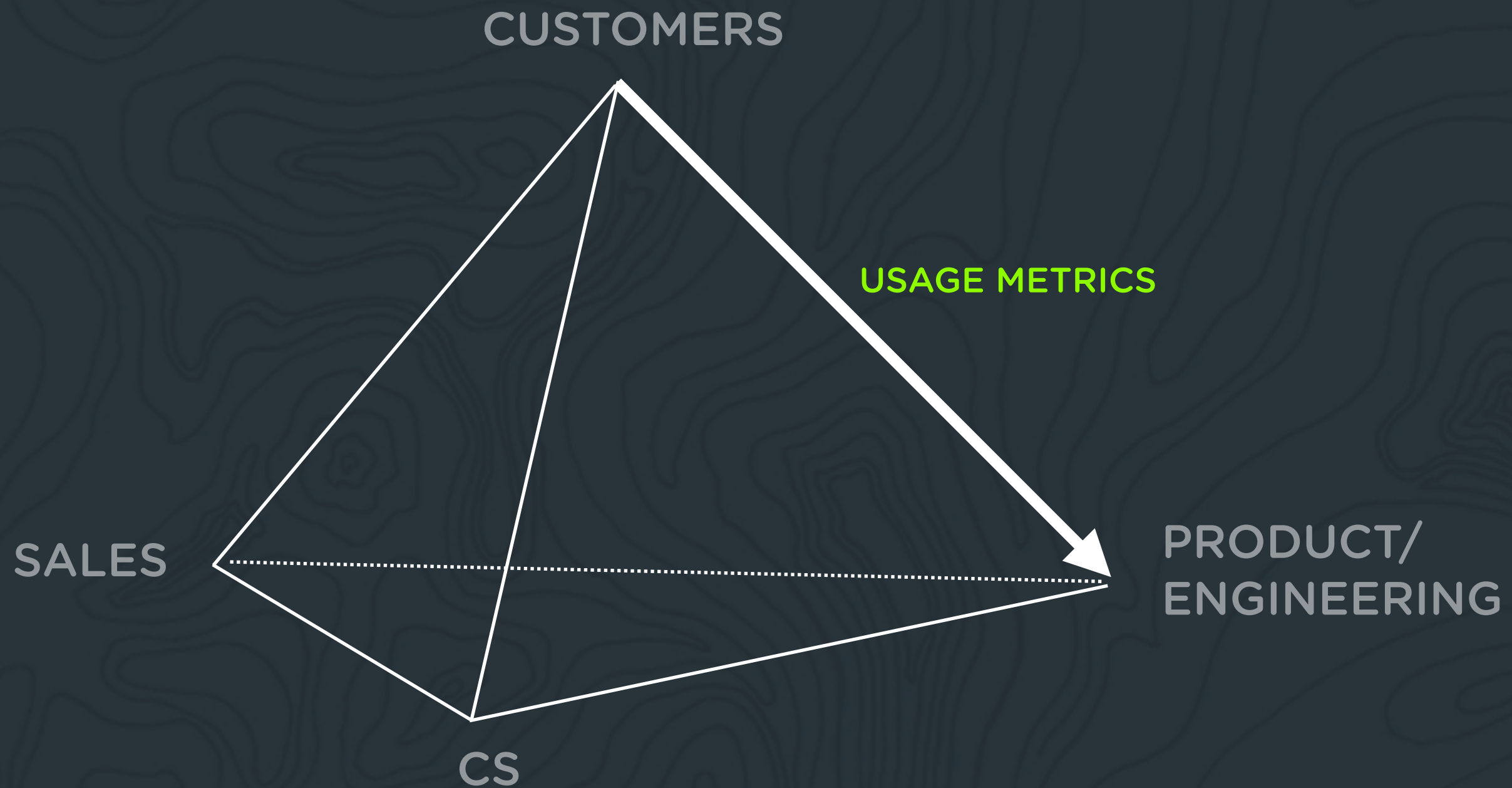
SAAS ORGANIZATION



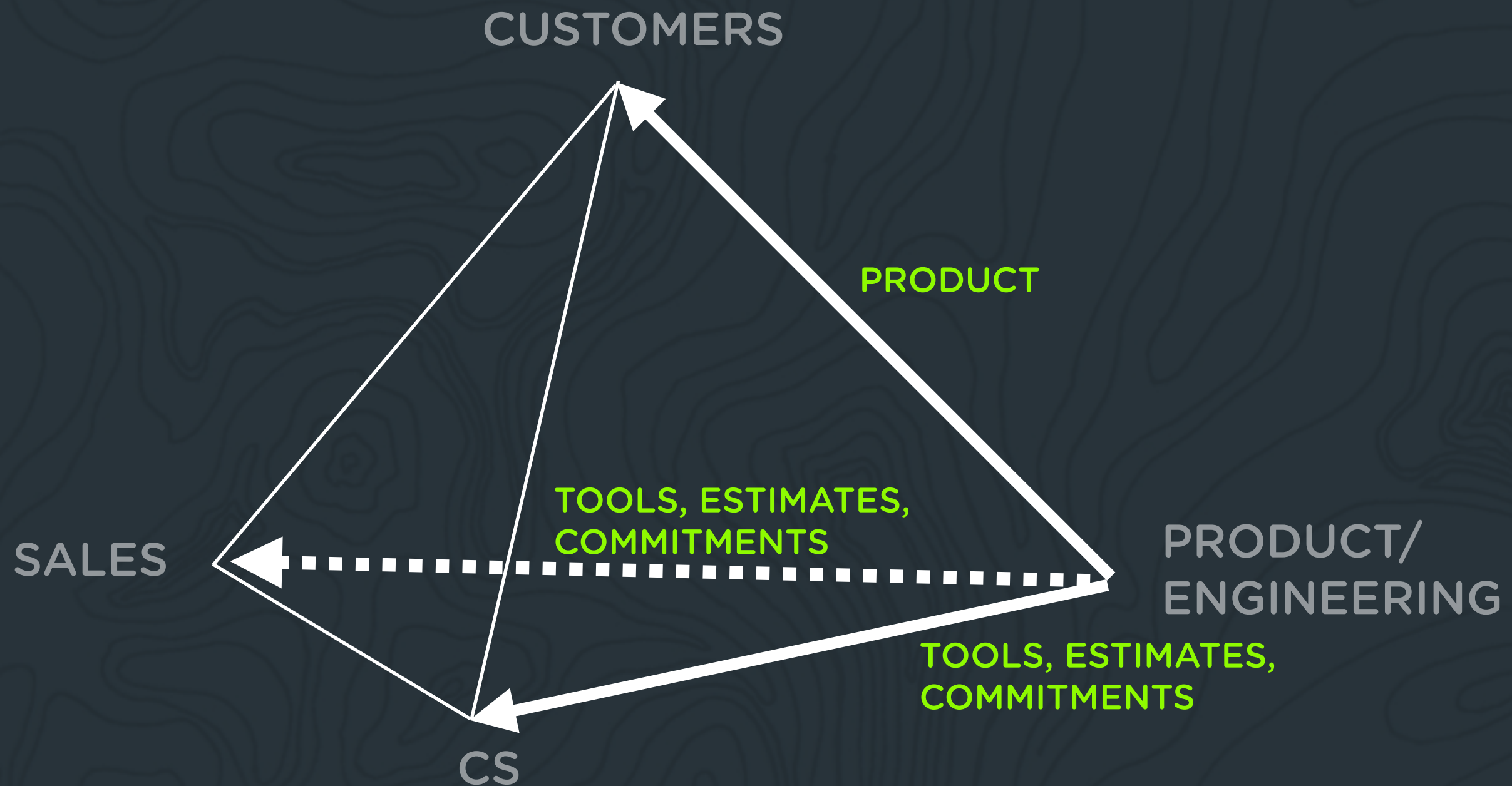
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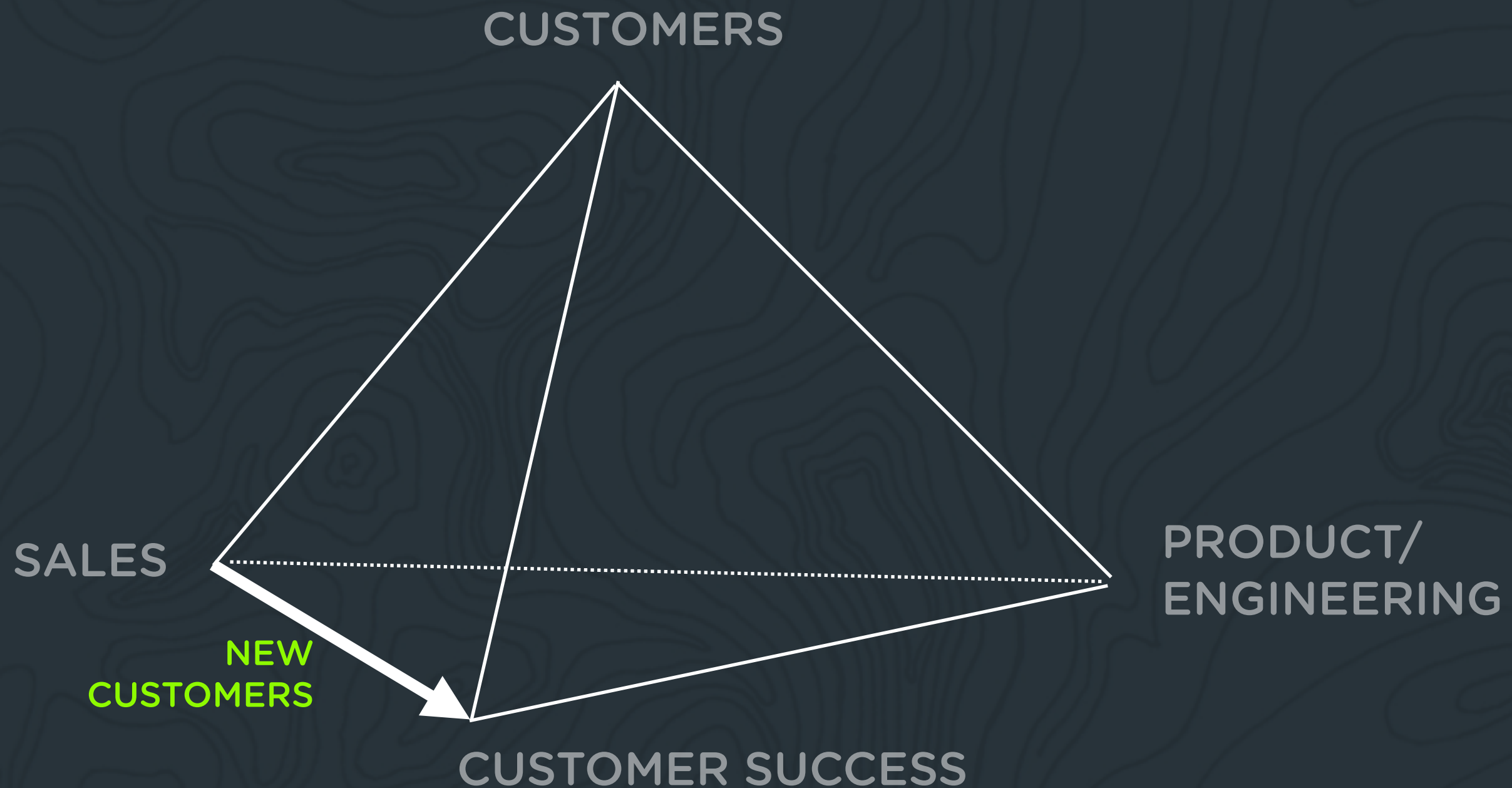
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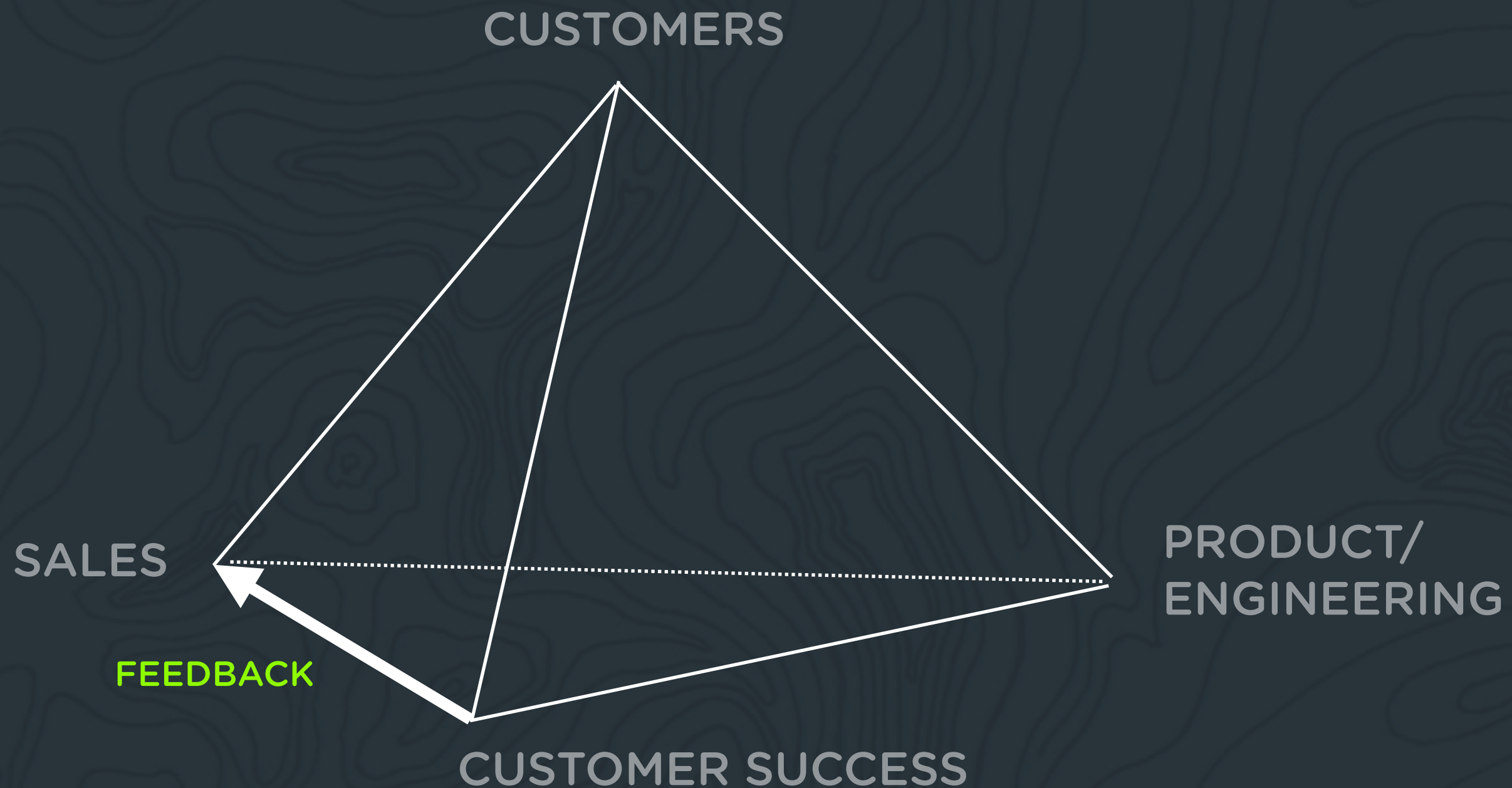
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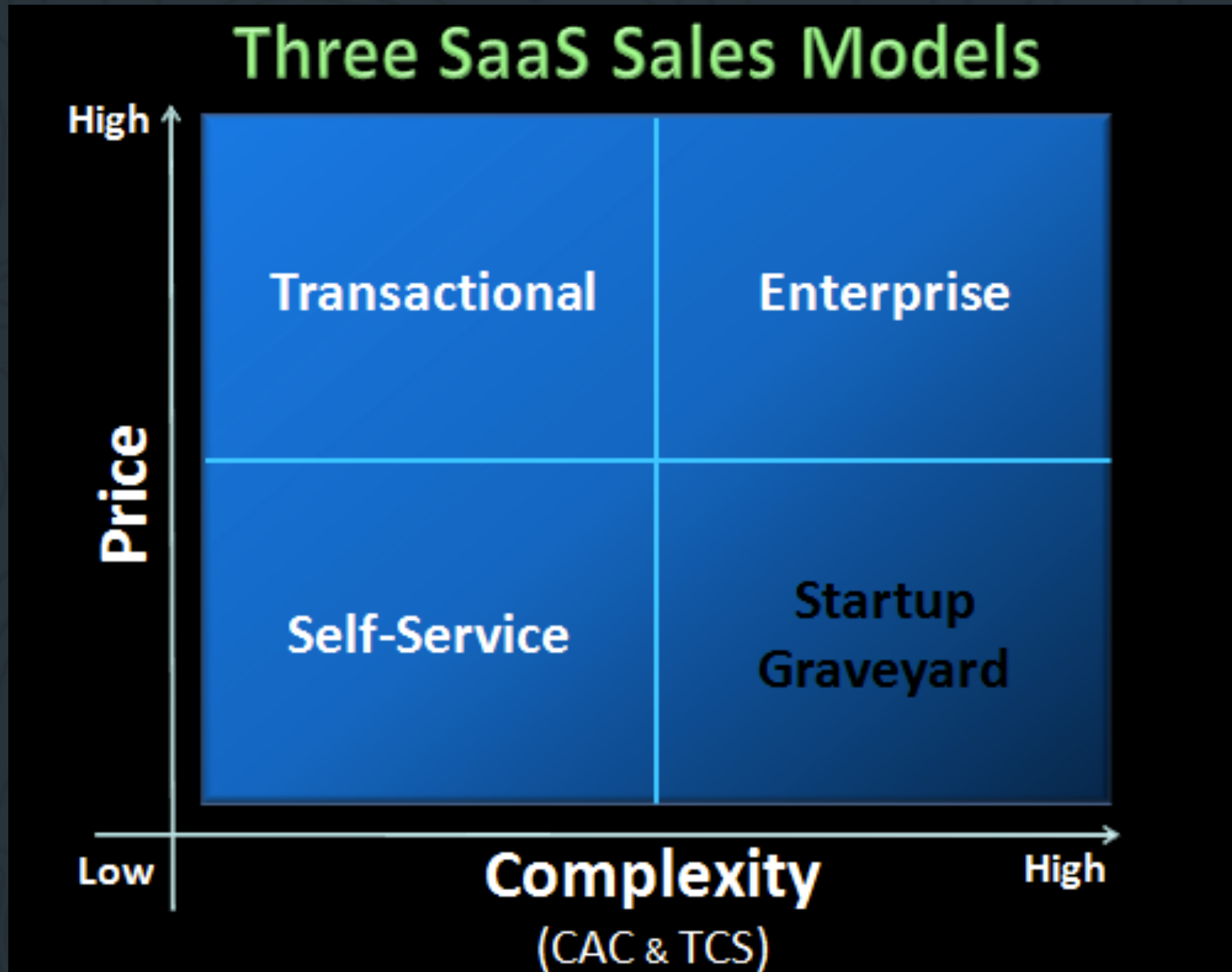
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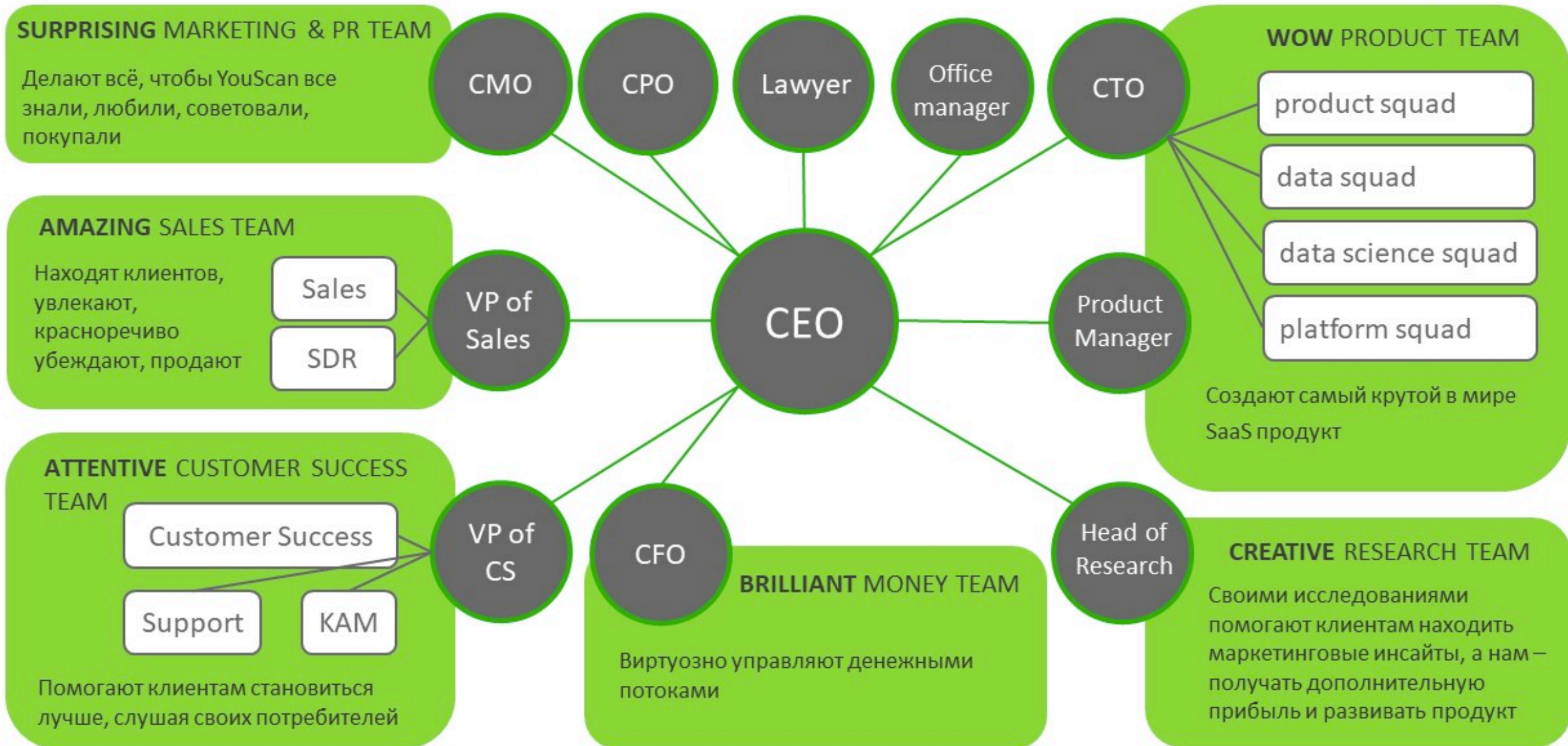
INFORMATION FLOW: DESIGN



YOUR BIZ MODEL DRIVES ORG DESIGN



YouScan organizational structure



CEO – Chief Executive Officer | CTO – Chief Technical Officer | CMO – Chief Marketing Officer | CFO – Chief Finance Officer | CPO – Chief People Officer | VP – Vice President | SDR – Sales Development Representative | KAM – Key Account Manager

MANAGEMENT TOOLS

- OPEN METRICS. EVERYONE MUST UNDERSTAND YOUR BUSINESS MODEL
- MISSION & CULTURE
“HELP COMPANIES BECOME BETTER BY LISTENING TO THEIR CONSUMERS ONLINE”
- PRODUCT VISION
“SMART SOFTWARE WITH AUTOMATIC INSIGHTS”
- ONE-ON-ONES
- OKRs

A QUOTE



“SaaS is tiring. There’s always some customer drama, some seemingly critical feature gap, some operations challenge, and the war for talent is endless.”

Jason Lemkin

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“....BUT IT IS WORTH IT !”

Alexey Orap

THANK YOU !



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