

# GROWTH PRICING WORKSHOP for Startups

## The Problem

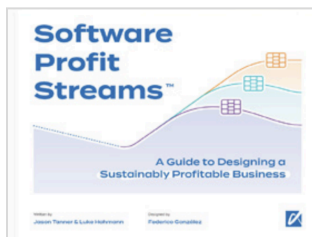
Many startups struggle with effectively pricing and packaging their software-enabled products and services, leading to missed opportunities for business creation, squandered investor funds, and unnecessary hardships for all involved stakeholders.

The Growth Pricing Workshop (GPW) can contribute significantly to the success of startups, because it addresses basic problems most startups have:

"Many startups do not fully exploit their potential because they focus too much on the innovation they offer. How to sell products sensibly and achieve maximum profit is often overlooked, especially in the early stages. For investors in particular, a broad-based analysis of potential profit opportunities offers additional certainty for action."

*Paul Hewarth von Bittenfeld, Startup Mentor and Business Angel.*

## The Solution?



Based on the bestselling book *Software Profit Streams™: A Guide to Designing a Sustainable Business*, the Growth Pricing Workshop is a hands-on, learning-by-doing collaborative workshop that helps startups improve the pricing and packaging of their software-enabled solutions.

**Any improvement in pricing flows almost entirely to the bottom line!**

## Who should attend?

Because pricing is a multi-disciplinary challenge, the workshop is designed for a senior leadership team of 3 to 5 people. Typical participants include the CEO, CRO, VP Product, VP Marketing, and CTO.

Designed to fit the busy schedules of leaders, this workshop is taking part on at least one day.

## HOW DOES IT WORK?

After gaining an overview of your startup and your highest priority needs, you will be guided in the application of several frameworks that help you design profitable solutions. The interactive sessions and collaborative exercises focus on the following:

- Creating a Customer Benefit Analysis to model the tangible and intangible benefits of your solution.
- Mapping features and solution packaging to customer segments.
- Creating a snapshot of existing Price Strategy, Structure, Specifics, and Policies so that you know the specific changes you're making to improve your Pricing Model. files
- Developing a Customer ROI Model, including the Total Cost of Ownership (TCO).
- Identifying market events and rhythms that guide development and marketing activities while creating pricing and packaging opportunities.

## WHAT COMES AFTER THE WORKSHOP?

The workshop is not designed to create a binding set of choices. Even though we move fast, we're not reckless. After the workshop, participants are expected to collaborate and follow the processes outlined in the book to adjust pricing and packaging. To ensure that participants are making progress and have the tools they need to deliver results, the workshop also includes:

- Two 1-hour follow-up coaching sessions after the workshop to refine pricing and licensing choices
- A copy of Software Profit Streams™ book
- A 1-year membership in the Profitable Software Community

## TYPICAL RESULTS?

Attendees of GPWs have reported the following results:

- Average Revenue Per Account (ARPA) increasing from 25% to 65%
- New Annual Recurring Revenue (ARR) increasing as much as 41%
- Increasing the number of new logos registering for annual plans from 20% to 60%, increasing cash flow and retention

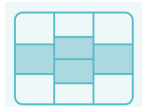
Your impact will vary based on your starting conditions and how quickly your team executes on the insights and decisions you make during the workshop.

The workshop focuses on these aspects of Software Profit Streams:



### Solution Sustainability

Delivering value to your customer over time.



### Economic Sustainability

Your customers' assessment of value is greater than their total cost of ownership.