



# SEED STAGE AI - TESTING FOR PRODUCT-MARKET-FIT

## OVERVIEW

Was it time to start selling? This seed-stage company didn't know, so they engaged ClozeLoop to find out. Our **GTM Assessment** and **field tests** determined that there was an incredible opportunity to be had, so ClozeLoop built out a growth engine that propelled them to a strong Series A.



## CHALLENGE

Following their seed funding, this 10-person YCombinator-backed AI company had been heads-down building their product for the last three years and had yet to see any revenue.

With a technical CEO and a salesperson who had no track record managing prospect conversations, they were unclear whether a lack of success was due to the product or sales execution.

Like most VC-backed companies, they needed to achieve significant growth milestones in order to raise their next funding round, and there was little time to waste.

## SOLUTION

ClozeLoop rolled out our seed **Accelerator GTM Strategy** fundamentals to define messaging, tools and process for prospecting outreach, persona targets, data sources, demo playbook and the repeatable sales process.

ClozeLoop helped design activity targets and provided focused coaching and training to the team to eliminate roadblocks along the way to demonstrating revenue traction.

## HIGHLIGHTS

- **\$0 revenue to \$12MM Series A**
- **Rapid growth led to a \$25MM Series B 12-months later**

## IMPACT

The response from the market was strong, and meetings flowed onto the team's calendar.

During the process, ClozeLoop observed that the non-founder sales leader was reluctant to prospect and did not perform well in selling conversations, so ClozeLoop made the recommendation that he be removed and replaced by a head of sales who could drive toward Series A.

This new hire came in and led the team to rapid growth, eventually leading to an 8-figure Series A round of funding, as ClozeLoop continued to advise along the way.