



Speedb — Krystal Eight Case Study

# Transforming a Great Technology into a Market-Ready Business



## The Challenge

Founded by a strong team of data and storage professionals, Speedb has achieved a technological breakthrough that could revolutionize the database industry. However, the company's technology innovation and how it can translate into business benefits was not adequately reflected in its external communications, resulting in difficulties leaving a powerful impression that would engage potential customers and partners.



### **Customer Profile:**

Speedb is revolutionizing the database market with a next-generation data engine that enables enterprises to meet their most demanding data processing and management needs and achieve high performance and cost efficiency at cloud scale.



## The Challenge

“ We needed tangible marketing deliverables and someone to lead our marketing. I knew we had a great value proposition and when we met customers and investors the engagement was great, but I did not feel comfortable sending over anything until I was sure it would get the message across or resonate well enough with customers to even get them interested in meeting.”

Even under the obvious limitations of a then stealth-mode startup, Speedb’s digital presence and marketing materials were not even close to capturing the company’s unique value proposition or extolling its benefits to prospects.

At this point, Speedb’s management did not feel it was the right time to bring an in-house CMO on board. Their needs focused on very specific deliverables and did not justify the cost and time involved in recruiting a top-level marketing professional. The company did try working with a couple of marketing agencies, but was dissatisfied with the outcomes. In addition to the overhead of managing multiple suppliers, the agencies lacked subject-matter expertise and adequate strategic thinking that could drive Speedb’s marketing and brand vision forward.

In addition, the agencies did not take sufficient ownership of the process, and produced mediocre deliverables that seemed to tick all the checkboxes but failed to elevate Speedb’s powerful technology message. This resulted in difficulties creating compelling engagements for customers and pitching to potential investors for Series A funding.

As the options of working with agencies have proven to be inefficient in addressing Speedb’s evolving marketing needs, the company had to move quickly and find an alternative.

According to Adi Gelvan, CEO and Co-Founder at Speedb, “being a seed round startup, our attention is drawn to tech development, talent acquisition, and fundraising. We had neither the expertise nor the required attention to elevate our market presence.”



## The Solution

“ Even before the first marketing material or document was ready, the structured positioning process, research, and mutual brainstorming with K8 was very valuable. From there on it just kept rising, and of course when you eventually see after just a couple of months the reaction to the new marketing materials from investors, partners and customers — it feels great.”



## The Solution

At this point, Speedb heard about Krystal Eight's (K8) process, which seems like the right fit. In particular, the one-stop-shop model that integrates everything from research-driven positioning strategy to Go-To-Market strategy, including the delivery of all marketing materials, was very compelling for a post-seed company like Speedb.

Gelvan notes that “K8's offering allowed us to enjoy the expertise of C-level marketing and business executives. All the required subject matter expertise we need are under one umbrella with a fixed budget and zero surprises. We can now achieve maximum efficiency in meeting all our marketing needs with a clear timeline and list of deliverables.”

K8's first mission was the creation of company and product positioning messages based on market research and demand-side analysis. “We needed to start engaging with customers and building our next round of funding,” said Gelvan. “To do so, our messages had to be formed and the value proposition of our technology needed to be crystallized. Our brand had to be updated and all marketing materials needed to be ready — from a product one-pager to a whole functioning website. K8 took control and led all marketing strategy development and activities.”



## The Results

By offloading heavy lifting marketing tasks to K8, Speedb was able to move forward across all fronts, and accelerate its product and business development activities. “I benefited in time, money, priceless attention, focused value proposition and top quality marketing materials that makes everything just so much more effective.” says Gelvan. “That is so valuable for our efforts — both on the marketing side, as well as on the engineering, talent acquisition, customer discussions and fundraising sides, which we can fully focus on.”

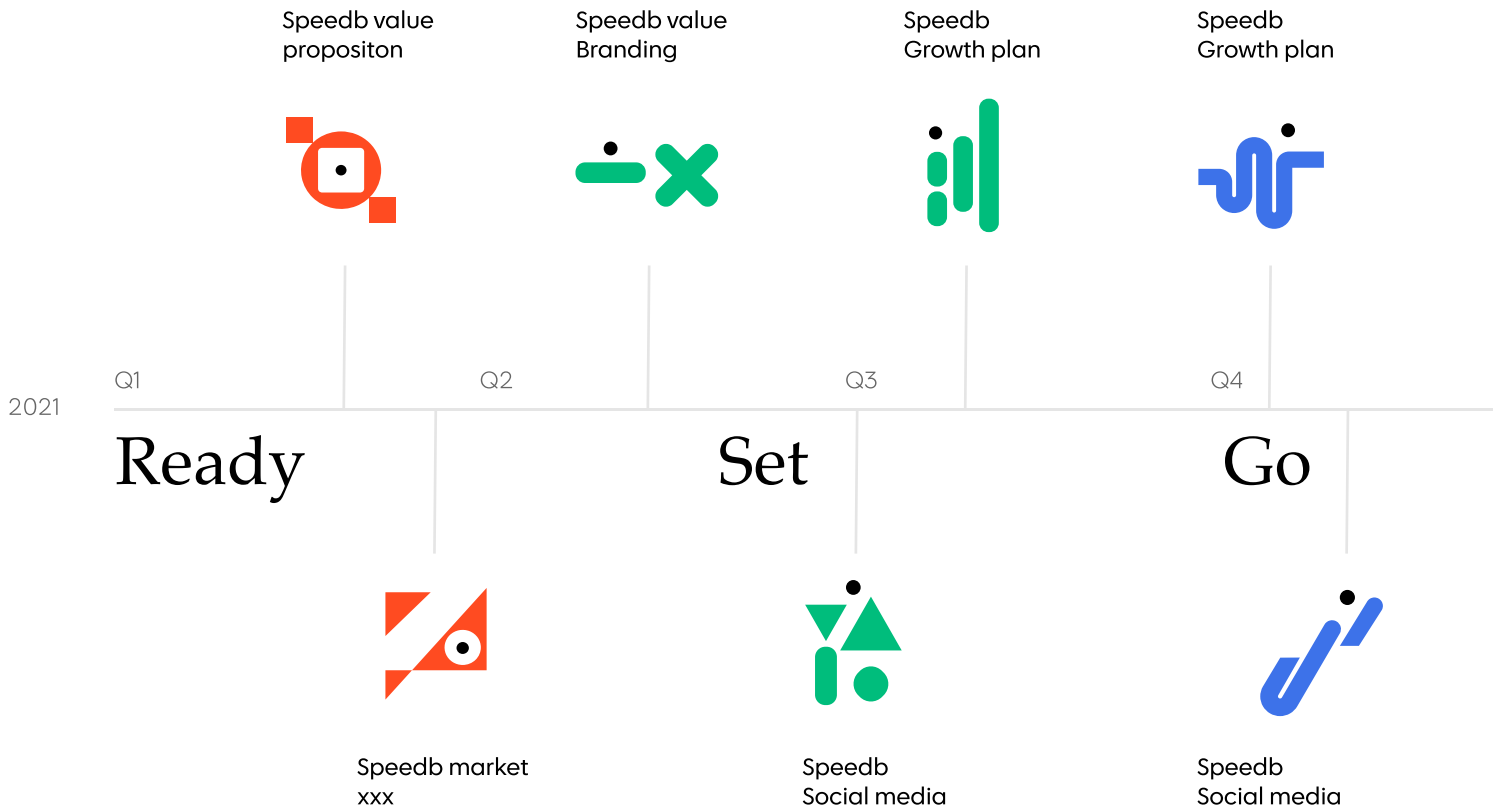
Looking ahead, Gelvan expects to continue the collaboration with Krystal Eight. “I would love to see them staying as part of the Speedb team at later stages as well. Even after we completed the 8-steps process with them, we feel we can rely on the team to lead Speedb’s marketing on many fronts.”

## The Results

Krystal Eight (K8) was founded to address these challenges. We help early-stage startups to continue growing their business by providing them with comprehensive end-to-end services that cover the entire scope of business strategy, development, and execution. We take ownership of this front to let you focus on where you’re most needed.

K8 takes full ownership of the entire process, from the initial market research and demand-side analysis, through validating and finding the market fit and developing a positioning strategy, to creating a company brand and establishing and executing a fully-fledged marketing plan. This way, we enable the leadership team to focus on missions where they are needed most..

[www.krystal8.com](http://www.krystal8.com) | For more information please contact us at [k8@krystal8.com](mailto:k8@krystal8.com)



## The Benefits

According to Gelvan, the experience of working with K8 was extremely positive, especially in terms of the value to cost proposition. “After we started working with K8, very quickly we had a marketing presence and assets that really managed to capture our unique business values and technology innovation.”

Gelvan concludes that outsourcing the marketing front to Krystal Eight was “one of the best decisions we made at this early stage. At the cost of one top shelf CMO, I get everything I need, at the highest quality, based on a fixed budget I can play by and feel relaxed that all my needs are being met with full ownership, so I can spend my time where I am needed most.”