



BUILDING WORLD CLASS ENGINES

Working With The Best Technical Founders
To Build World Class Businesses

Colin Howes – Founder & CEO
Series-A

Summer 2024

AGENDA

Client Introduction

Business Overview:

- Overview of the company, product, and your role

Challenges:

- Identifying key issues and pain points

Goals:

- Defining objectives and desired outcomes

Introduction to Series-A

- Introduction to the company and my role

Purpose and Objectives of the Call:

- Clarify the purpose of our discussion
- Outline expected outcomes and next steps



ABOUT SERIES-A

Navigating the journey from Seed funding to Series A is one of the most exhilarating and challenging phases for any startup.

At Series-A, I bring over 25 years of experience in commercial functions, sales, and marketing to provide expert coaching and strategic guidance, helping Founders and CEO's scale their startups and secure the next round of funding.

My journey in the startup ecosystem has taught me that technical brilliance needs to be complemented by robust business acumen. That's where Series-A steps in.

Our mission is to transform visionary ideas into commercially successful enterprises by focusing on six critical areas:

- Executive Coaching and Mentorship
- Sales/Commercial Engine Building
- Growth Strategy
- Sales and Marketing Due Diligence
- Investor Strategy and Fundraising Support
- Fractional CRO



ABOUT COLIN HOWES

My journey in the startup world spans over 25 years, starting in sales and advancing to leadership roles. I led a \$57 million business unit for Microsoft and founded the world's first Ethical Hacking Consultancy in 1997.

I have raised over \$40 million for various startups worldwide and served as SVP and CRO with high-growth unicorns in the UK, EMEA, and the US, driving remarkable CAGR achievements. Currently, I am a Non-Executive Director and Board Advisor to several tech startups and mentor at the UK Founder Institute.

At Series-A, where I am the Founder and CEO, I coach Technical Founders and CEOs on building world-class sales, marketing, and commercial functions. I call this World Class Selling. My global experience equips me to turn your challenges into strategic advantages, driving your success on a high international level.

This journey is about more than business; it's about empowering others to achieve their dreams and scale their startups to new heights.



OUR SERVICES

1

EXECUTIVE COACHING
AND MENTORSHIP

2

SALES /COMMERCIAL
ENGINE BUILDING

3

GROWTH STRATEGY

4

SALES AND MARKETING
DUE DILIGENCE

5

INVESTOR STRATEGY AND
FUNDRAISING SUPPORT

6

FRACTIONAL CRO

 Series-A



BUILD A WORLD CLASS SALES ENGINE

Audit (2 sessions)

I'll provide a clear roadmap for you, helping to identify strengths and weaknesses, tackle operational inefficiencies, strengthen internal controls, mitigate risks, and support strategic growth.

- **Gap Analysis:** Establish a baseline of what you have and need
- **Recommendations:** Action plan based on the gap analysis

Strategy (2 sessions)

I'll help you in determining the effectiveness of your current strategy and offer insights along with an actionable plan for achieving business success.

Business Vision, Goal Setting and Overall Strategy

- Goals & Working Backwards
- Quotas & Revenue Projections

Building your ICP (Ideal Customer Profile)

- Refine target market analysis

Sales Process (4 sessions)

I'll ensure a systematic approach to optimising your outreach journey, from lead generation to closing deals.

Terminology:

E.g. MQL, SQL, Opportunity, KPIs, OKRs, SMART, LTV/CAC & why they're important

Reporting

- Contacts (source of traffic)
- Traffic (paid, direct, organic, referrals, social)
- Forecasts & Pipelines (deals, quotas, pipeline forecasts)
- Sales Outcomes (quota attainment, deals - size, lost, won, revenue)

Qualification

- Identifying high-potential leads
- Utilise structured frameworks like BANT or MEDDIC to systematically qualify and prioritise Leads
- Develop your Methodology, tailored qualification process

Deal Flow:

- Managing the sales pipeline
- Stages, Follow up, Content, Touch Points, Value creation

Outreach

- Data: Determine the best sources of data and how to use it most effectively
- Prospecting: Develop the pipeline of potential customers
- Develop your who, what, why and when

Price: £1,500 once off / £595 over 3 months

Duration: 12 Weeks

Systems (4 sessions)

I'll assist you by identifying system inefficiencies, improving processes, and optimising overall performance. Together, we will assess metrics and implement strategies to increase revenue and profitability.

CRM (HubSpot):

- Manages and analyses customer interactions throughout the lifecycle
- Reporting: Conversion rates and CRM reports in the sales section

Outreach

(LinkedIn, Apollo, HubSpot):

- Data segmentation, enrichment, qualification, and prospecting
- Social (LinkedIn, other platforms) Increases brand awareness and customer engagement

Managing the Ongoing Operation

- Sales Meetings
- Questions to Ask
- Building a Team
- KPIs, OKRs and SMART goals

WORLD CLASS FUNDING ENGINE

Our Process

- 360° Business Review
- Deal Room
- Document Review
- Pitch Review & Coaching
- 1:1 Investor Matching
- Automated Email and Investor Outreach
- Engagement Tracking

360° Business Review

We've built an engine based on:

- 100's of Pitch Decks and
- 100's of Investor Reviews
- We'll give you Feedback on your Pitch
- You'll get a Go/No Go Decision
- You'll get Feedback and action items on each section of your deck

Your Own Deal Room

- Central Location for your Pitch Deck and Supporting Docs
- Gated
- Tracked
- Instant Notifications

Investor Deck

[Click Here](#)



NEXT STEPS

Send us an email

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Visit Our Website

www.series-a.co/coaching



Give me a call

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