

R² PRODUCT COMMERCIALIZATION

Accelerating generative AI innovation into product packaging that customers can use and buy

H1 2024 - The Push Period for Generative AI Product Visibility

The new class of data-centric AI startups are racing to be a critical part of the new generative AI stack this year. In that push, most startups often settle for custom development projects to create quick revenue and market penetration. This services-based approach diverts precious development resources and capital from a uniform product-sales roadmap.

Data-centric AI is a complex and competitive sale. With a developed sales playbook and product packaging model that accurately reflects the voice of the broad customer base, sales and product teams can work together to sell platforms and feature sets that deliver technical value for data science users, ensure ROI and smooth integration for enterprise buyers, and lower internal selling costs on a repeatable basis. Success also relies on the development of a smart partner ecosystem that delivers a complete data-centric AI solution for customers.

R² Acceleration solves these challenges for startups at a fractional cost. The R² package delivers a full suite of competitive strength positioning, sales enablement tools, sales training, pipeline execution and direct go-to-market support for key accounts and partner development.

6-Month Offering

Sales Enablement

- Sales-ready pitch deck
- Product demo
- 2 customer case studies
- ROI calculator
- 3 account pitches, co-presentation with sales
- Sales training

Competitive Differentiation

- Category positioning
- 1 key PR placement

Pipeline Execution

- Go-to-market for 3 verticals or use cases
 - Target company list (revenue size, verticals, target buyers, firmographics)
 - Messaging, with customer proof point and/or partner
 - Call-to-action
- Pipeline model (inbound/outbound, MQL/month, SQL/month, cost per MQL, #SDR touches)
- SDR training

Generative AI Stack Partner Development

- Definition of tier 1 partner ecosystem that supports category positioning
- Partner pitch articulating combined product value prop
- 5 partner presentations with executive team

Proven Results

- Created \$22M new business pipeline for Drawbridge, identity AI startup acquired by LinkedIn
- Opened 7 new \$300K accounts with sales at RadiumOne, data science platform startup acquired by RhythmOne

Expertise

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