

Investment Analysis

Growth Potential Assessment



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Quickly understand the growth potential of a target company

The Growth Potential Assessment helps private equity and venture capital deal origination teams to quickly build a more detailed understanding of the potential for growth of an investment. It identifies the areas that need to be further investigated and validated to support the investment thesis.

The assessment combines advanced software tools and experienced growth experts to deliver a detailed analysis of a business's growth potential. It focuses on the key components of go-to-market maturity: Customer Success, Lead Conversion and Lead Generation.

Areas of analysis

Area	Purpose	Components
Growth Fundamentals	Evaluate if the value proposition is clearly communicated and easily understood; review targeting.	Positioning / Value propositions / Segmentation / Targeting / Overall market maturity / Competition overview
Lead Generation	Evaluate how efficient the company is at attracting new leads and taking them to the point of expressing interest.	SEO / Paid Search & Social / Affiliations & Partnerships / Lead Magnets / Social Selling / Landing pages / Traffic
Customer Conversion	Evaluate how efficient the company is at nurturing prospects and converting them into customers.	High-value content (eg. White-paper) / Case studies & testimonials / Nurturing process / Re-targeting / UX / Tools and tracking
Customers Success	Evaluate how well the company caters to the clients' needs after the purchase and extracts more value out of existing customers.	On-boarding / Customer support / CRM / Up-selling / Referrals / Sentiment

The Growth Potential Assessment reveals:

- Ability to acquire, convert and keep customers
- Maturity and proficiency of marketing performance
- Potential to achieve short and long-term growth

Tools

To run this analysis we use multiple tools, that allow us to scan the company's current marketing activities and performance.

Contact Anna Zelenkova at anna.zelenkova@weaccelerategrowth.com for more details.

Google Trends



glassdoor



Datanyze

Google AdWords

