

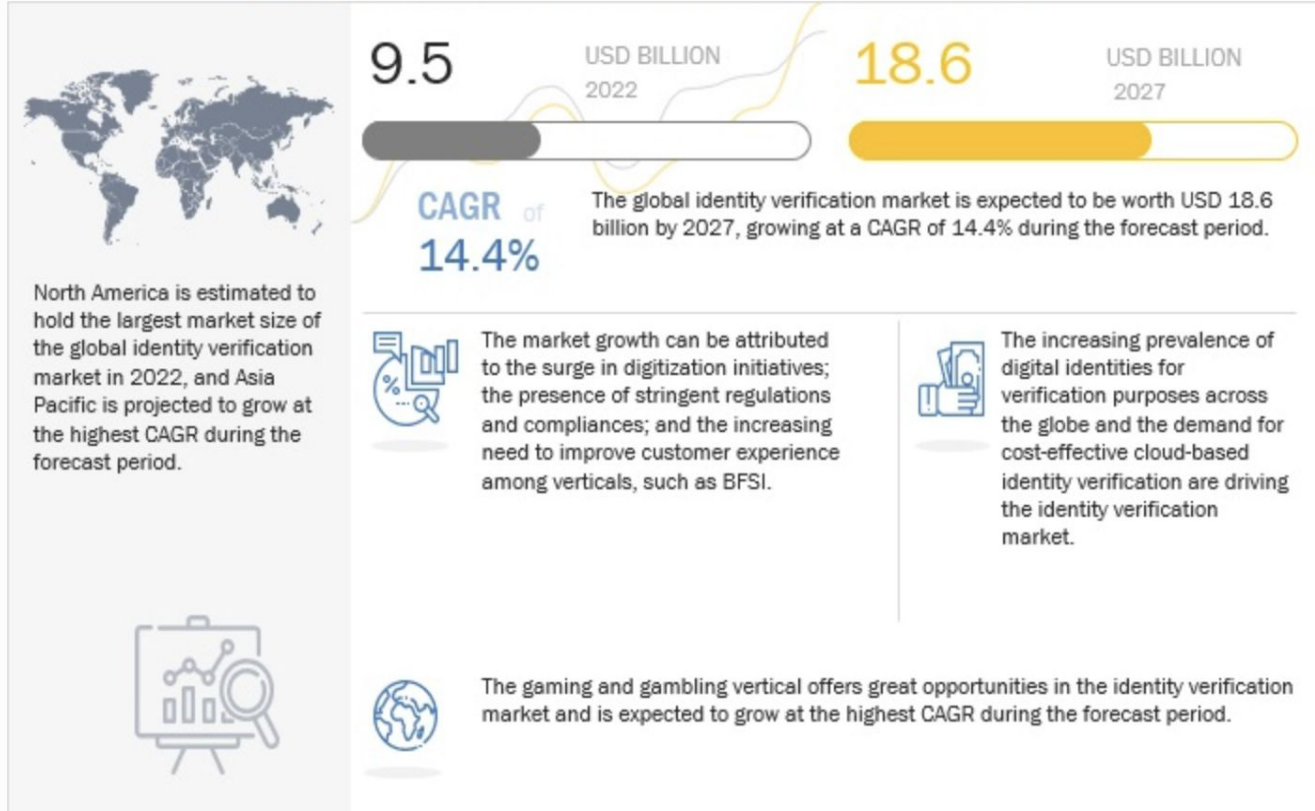
Hyperverge

GTM Plan for expanding low-code Customer Onboarding platform in US and EU (via Product Led growth)



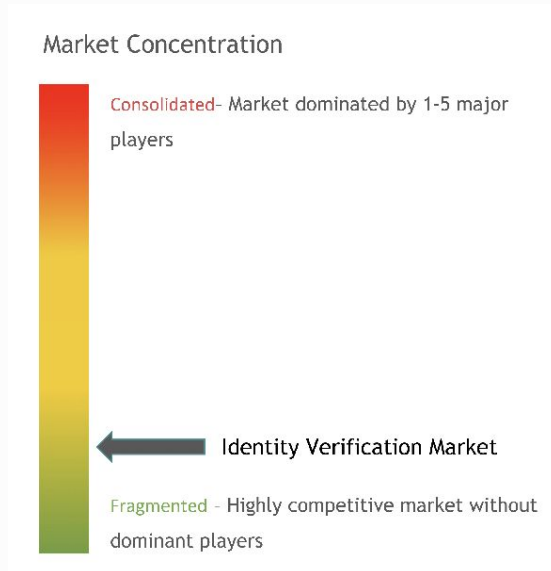
Neha Negi

Global identity verification market overview



North America has the largest market size demographically

Competitor landscape



Hyperverge's USP

Scaled for large markets in India and Southeast Asia and had speedy growth

User persona



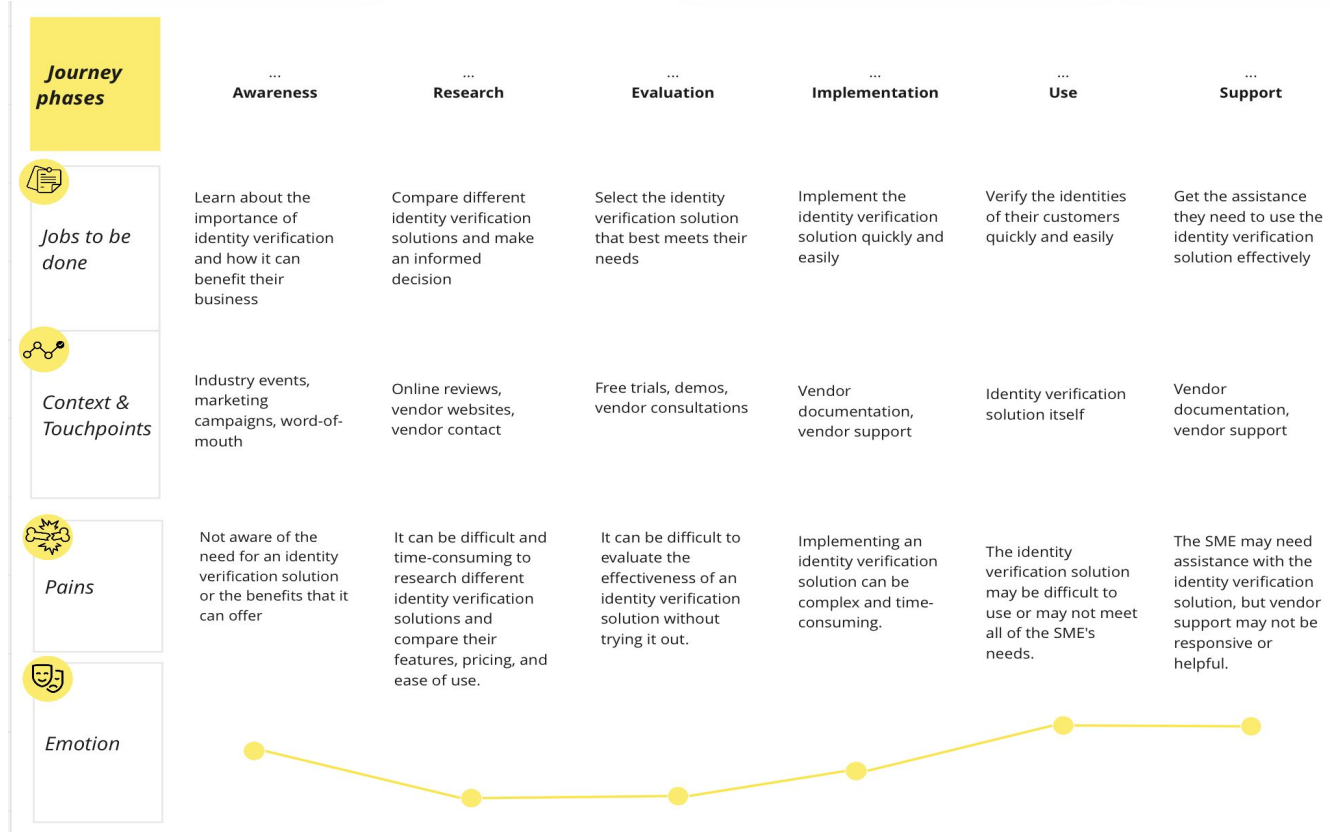
Age : 25-55

Gender: Male

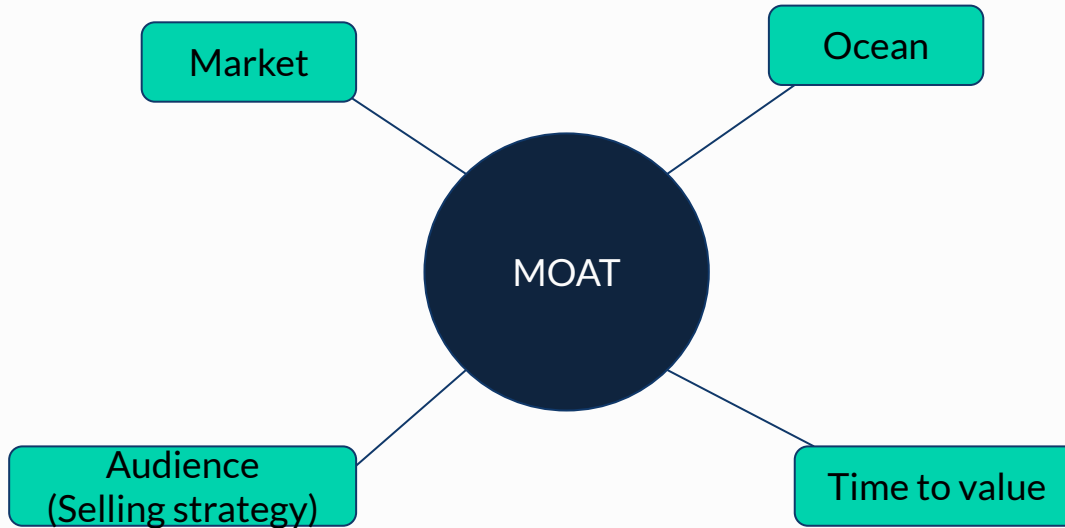
Job title: CEO or founder

Goals	Challenges
To protect their business from fraud	They may not have the resources to implement and manage a complex identity verification solution
To comply with regulations	They may be concerned about the cost of identity verification
To provide a seamless and secure identity verification process for their customers	They may be concerned about the data privacy implications of identity verification

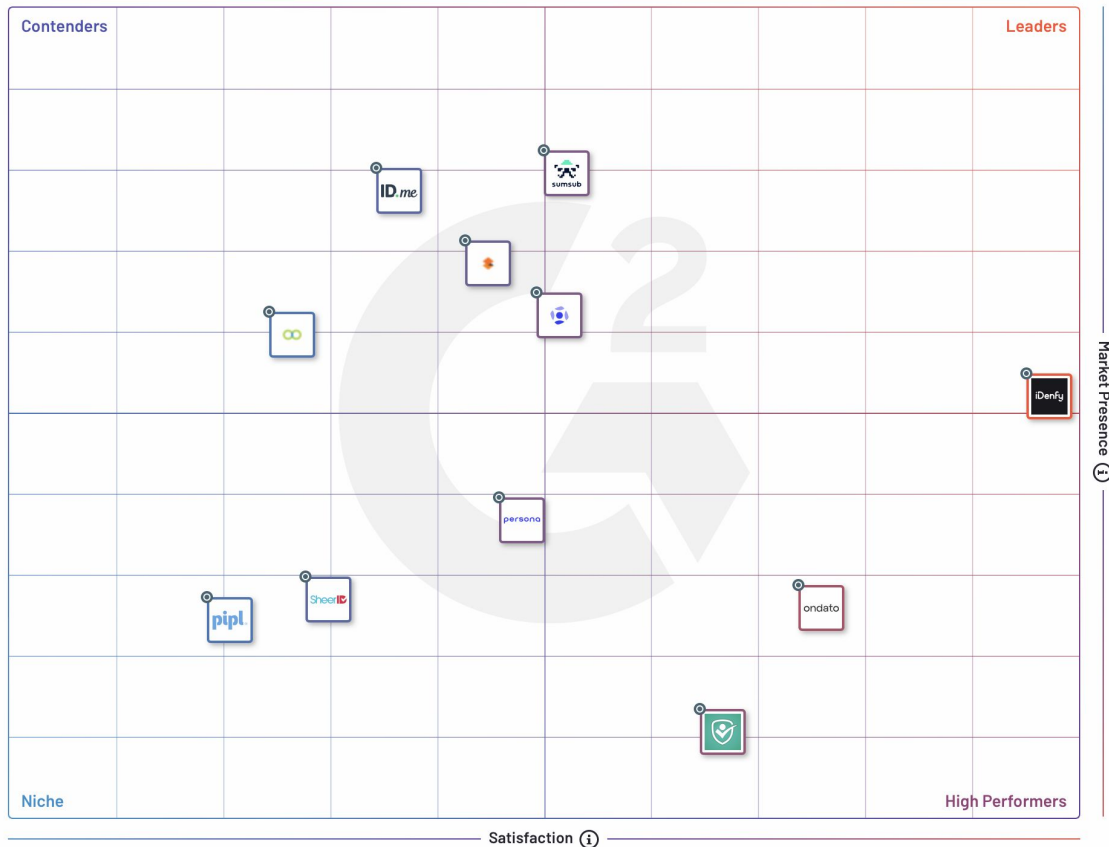
User journey



MOAT framework to decide GTM strategy



Market strategy



Differentiated strategy

Hyperverge should cater to the niche market of SME's

Pricing model :
Demo + Free trial

The current ID verification TAM of \$2.3 billion in SME global market supports this pricing model

Ocean Condition

The SME market for ID verification is new and highly fragmented and therefore it falls under the Blue Ocean market

Our strategy:

Product led growth + low touch product led sales

- PLG is chosen because of quick time-to-value given by Hyperverge (Especially now with the workflow integration)
- PLS is chosen because each SME will have specific complex requirements for which a low touch product driven sales is required. Once a prospective client is identified, the sales team can pitch them with their custom product solution and pricing

Audience – Product led sales strategy

Along with the product led growth model, we will opt for product led sales. This will help us catch the right audience at the right time that will help in better conversions

Product integration needed:

Product data usage tracking tools like Posthog



Data and behavioural signals to look for :

Velocity change from same organisation

Role level change from same organisation

Volume change

An organisational account looking at privacy and policy page



Action plan once data signals caught

Provide respective organisational accounts to sales team

Create a regression model of converted vs non converted leads using data signals so that we have a sales model ready. Find correlated signals

Constant feedback from sales team

Time to value – Introducing features for product led growth

1. **Self service onboarding** - Apart from the current option to sign up for a free demo, give the user an option to get a free trial without the demo.
2. **In product chatbot** - Once a user is signed up for a free trial, provide in product chat support
3. **Workflow templates** - Once the user is signed up for a free trial, provide industry segment wise pre saved workflow templates. This will help the user get started immediately and keep him engaged.
4. **Download dashboard report** - Allow the user to download the dashboard reports once he starts using the product. This will ease the process of proposing the product's value for their organisation to other stakeholders in their team
5. **Role wise features/dashboard** - This will allow cross team collaboration within the product without sacrificing on data security within the team

Timeline with deliverables

Day 0-30

- Identify the data and behavioral signals that indicate that a user is likely to convert to a paid user. (Product, Data Science)
- Develop a self-service onboarding process that allows users to sign up for a free trial without having to contact sales or support. (Product, Engineering, Design)
- Develop an in-product chatbot that provides support to users during their free trial. (Product, Engineering, Design)

Day 30-60

- Launch the self-service onboarding process and in-product chatbot. (Product, Engineering, Design)
- Begin collecting and analyzing user data and feedback. (Product, Data Science)
- Develop an action plan for providing respective organizational accounts to the sales team when data signals are caught. (Product, Sales)

Timeline with deliverables

Day 60-90

- Continue collecting and analyzing user data and feedback. (Product, Data Science)
- Develop and implement industry segment-wise pre-saved workflow templates that help users get started immediately and stay engaged. (Product, Engineering, Design)
- Create a regression model of converted vs non-converted leads using data signals. (Data Science, Sales)
- Establish a process for collecting and incorporating constant feedback from the sales team into the product development and sales process. (Product, Sales)

Day 90-120

- Allow users to download dashboard reports once they start using the product. (Product, Engineering, Design)
- Implement role-wise features and dashboards to allow cross-team collaboration within the product without sacrificing data security. (Product, Engineering, Design)

Thenks !