



**TPH: YOUR TRUSTED PARTNER**

*Helping tech businesses  
from start-up to scale-up*

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# Product Management, Go-to-Market and Sales for early stage SaaS companies

TPH is a company that is founded in 2023 by Daniel Schafrat and Edward Hart. We help early-stage (B2B SaaS) founders and companies in becoming successful; specializing in Product management, GTM, and Sales.

We have a hands-on approach in implementing a scalable product & GTM strategy, building product development and commercial teams & processes, pricing structures, forecasts, playbooks, roadmap, product launches, and bridging the gap in the business & commercial organisation.

**We act as fractional sales and product leaders, advisor, consultant and investor.**

## THE TEAM

# Edward Hart: *Building sales from €0 to €50 million*

Enthusiastic, results-driven, Sales leader with 17+ years of experience in (SaaS) Sales and Partnerships Management, with a proven track record of building multi-million dollar SaaS operations and turning around underperforming commercial teams. I helped scale Bynder as VP of Global Sales from €0,5m-€50m ARR; built 4 local commercial organizations (Amsterdam, London, Dubai, Boston), new & existing business channels, and a dedicated partner channel. I've driven the growth of Lytho and Equippo to their final (exit) round, and acted as Chief of Growth at Print.com.

I specialize in building Global Sales Channels both direct & indirect for start-ups and scale-ups, always committed to the forecast and getting deals across the line.

**Specialties:** Sales Leadership, Start-ups, Scale-ups, SaaS, Team builder, Go-to-market strategies, Winning culture, Sales Messaging, Value proposition, Value selling

**Areas of expertise:** (SaaS) Sales strategy | Fractional CCO and VP of Sales in helping early-stage businesses.



## THE TEAM

# Daniel Schafrat: *Excited about finding product market-fit*

I am a Product nerd at heart, with a business background. Empathetic B2B SaaS leader with 10+ years experience, and broad background in building empowered teams from Product Management, Pre-sales/Solution Engineering, ISV Partnerships, and Product Marketing. Focusing mainly on Product Management & Product Marketing, my approach is based on setting up a solid short-term Product Strategy and providing clarity that empower teams to make the right decisions, and in the long-term transforming tech, people, and processes within the product organisation aligning them to the business. I love finding the golden nuggets that customers are looking for and help ambitious teams grow the business quicker.

**Specialties:** Product Leadership, Start-ups, Scale-ups, SaaS, Product strategy, Proposition & Positioning, Product marketing, Tech Partnerships.

**Areas of expertise:** (B2B) Product strategy | Fractional : CPO, VP Product in helping early-stage founders and businesses





# From start-up to product-market fit to repeatable motion: *Building the foundation to make your first commercial hire actually successful*

→ **Start-ups (B2B, SaaS companies)**



→ **Early stage founders and businesses**



→ **Founder-led Sales with first investment round**





# Our sweet spots: From start-up to scale up

## *Reasons for founders to partner up with TPH*

When early-stage habits become an obstacle for further growth:

- Lack of clear positioning, ICP
- No GTM / commercial organization, and sales process
- No commercial enablement ( collateral, use case, playbook, onboarding program)
- Too early to hire a seasoned VP / C-level executive ( lack of team, capital)
- Roles and responsibilities are unclear, lack of targets and KPI's.



# Our sweet spots: Finding product market fit

*We help Founders and Start-ups scale*





# Focus are value based solutions with strong ROI

*B2B (SaaS, Subscription) Platforms, Mid-market and Enterprise focus, based on value-added Go-to-Market*

## → BEST FIT

- Mid-market and Enterprise brands
- MarTech
- HR Tech
- Customer support platforms
- Enablement platforms
- EduTech
- B2B Hospitality/Travel

## → GOOD FIT

- FinTech
- Manufacturing
- Climate Tech
  - Industry
  - Construction
  - Mobility
  - Energy
  - Decarbonization
- Gov / Semi-gov

## → NOT A FIT

- Health and Pharma
- FMCG
- Food
- E-commerce
- Deep Tech
- PLG/SME-focus
- ★ **NOT:** Transactional Sales



TPH

# A 6-month growth playbook to make ourselves obsolete

## *Advisory with involvement*

We differentiate ourselves by offering  
unique, tried-and-tested approach that set  
us apart from the competition.



*We dive deep into the  
company, become part  
of the company.*



*We help build and scale  
and train/coach the  
department.*



*Offer real commitment:  
long term view through  
possible participation.*



*Making ourselves  
obsolete is the goal.*



TPH

*Thank you.*

Helping tech businesses from start-up to scale-up.