



BuenaVista
BUSINESS SERVICES

Cloud Software Services Customer Development Program
"Doubling quarterly revenues, four quarters in a row"



Simple human translation.

THE CHALLENGE

myGengo had developed a solid technology platform over the prior year and had begun to see early customer success. The question was how to proceed after this early success, identify the sizeable and viable markets to invest in serving, and then build the sales operation to grow revenues.

The founders and leaders of the company have solid product and technology experience and skills. They were looking for assistance from someone with business development, sales, and marketing talent.

Additionally, while based in Japan, the company felt there was an opportunity to serve global markets. Having an additional base of operations in Silicon Valley could be a good complement for the Japan operation to serve both U.S. tech companies and European clients.

THE SOLUTION

Buena Vista worked with myGengo management to develop a Customer Development strategy and tactical plan. The plan started with initial learnings from current customers that resulted in a draft value proposition as well as a set of hypotheses for target markets.

Various tools and techniques were devised to focus efforts and deliver results including a customized salesforce.com configuration, a database mining process, lead generation email designs, a segmentation prioritization model, a customer engagement model, and the beginnings of a product design / margin expansion framework.

A VP of Business Development was placed at the company and two contract staff were engaged to design, test, and roll out the tools to deliver hard sales results.

By the end of the engagement, myGengo had a strong framework for future growth and a sales pipeline with over 125 opportunities, 10x larger than at the start.

KEY RESULTS

- 1 First \$100+k month of sales
- 2 Converted over a half dozen prospects into business grade clients – 3 with approved case studies
- 3 Company was awarded the Best of Saas Showplace (BOSS) Award
- 4 VP of Business Development placed at the company

“Ray Solnik and the Buena Vista contract staff were instrumental in helping myGengo double quarterly revenues four consecutive quarters and in creating a solid foundation for future sales.”

Robert Laing
CEO

1 | Industries

Cloud computing and language translation services - a \$25 billion market

2 | Engagement Type

Customer Development

3 | Sponsors

CEO, CTO, Co-Founders, Lead Investor – Dave McClure of 500 StartUps

4 | BV Staffing

U.S. GM, VP Business Development, Marketing Lead Generation Manager, Account Manager

5 | Engagement Term

Initial 3 months + two extensions for a total of 8 months

6 | Client Company

myGengo is a Tokyo based technology start up. The company provides a new, convenient, and affordable approach to language translation services on the Web.

myGengo has a crowd-sourced network of qualified human translators and a disruptive technology platform to make the translation process easy to implement. Developers and business clients use the myGengo API to plug human translation directly into their websites, technology enabled applications, and software packages. Many customers also use a free myGengo ondemand tool, String(tm), to manage translation and localization projects. Buena Vista led the opening of the company's presence in the Silicon Valley, Bay Area in California.

<http://mygengo.com>