



01

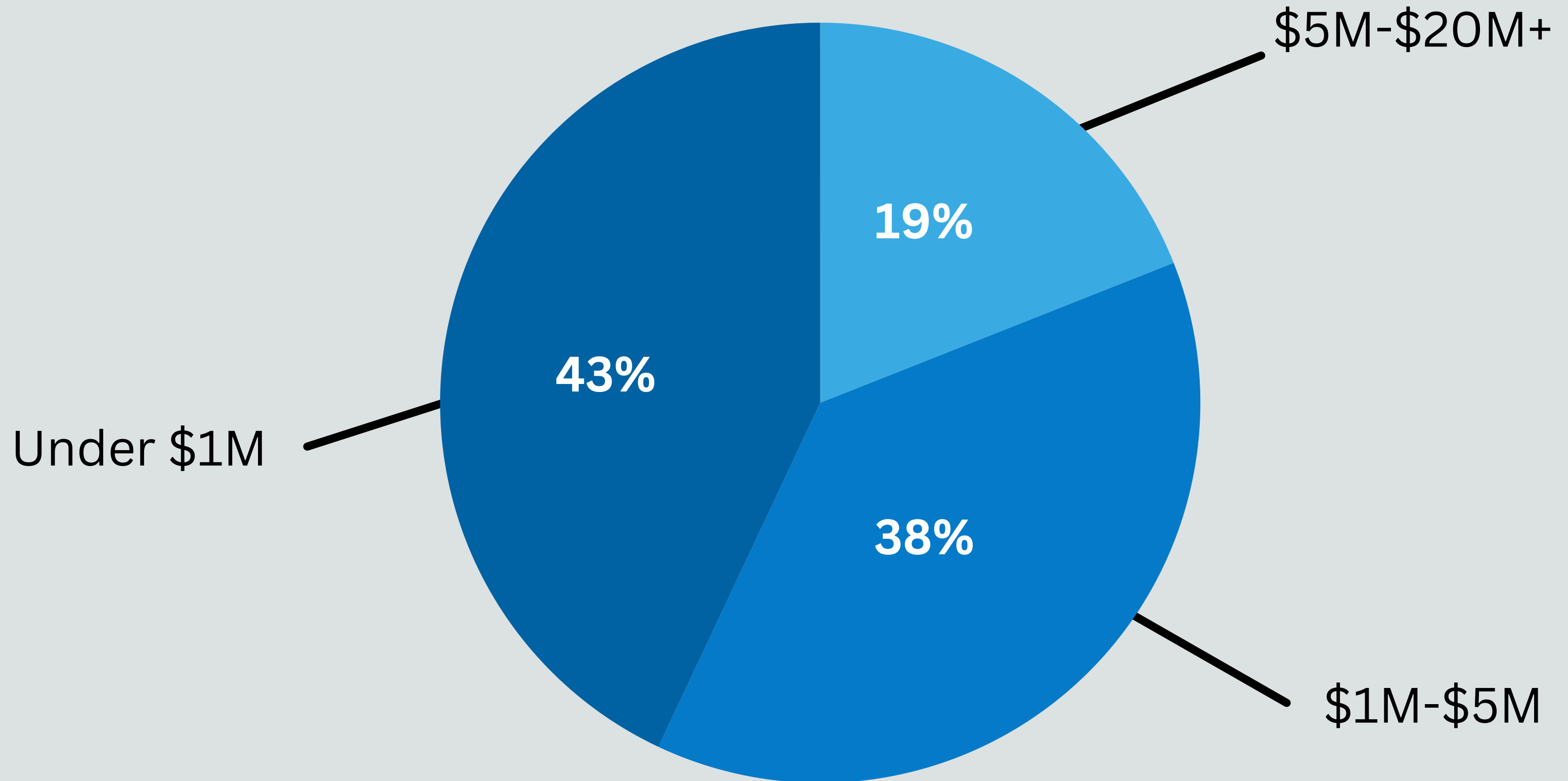
2023 Founders RevenueScaling Report

A Survey Conducted by FounderScale



What is Your Annual Revenue?

02





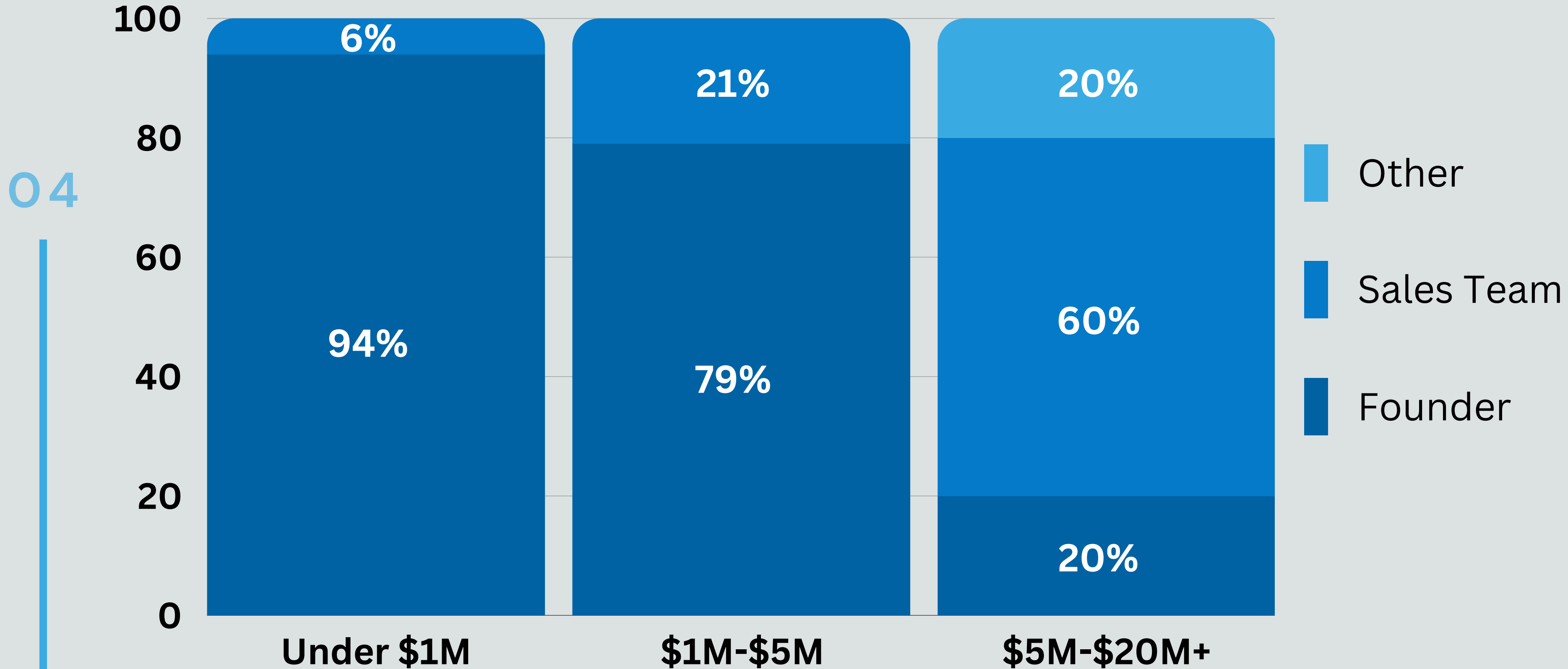
Who Closes the Majority of Deals?

03



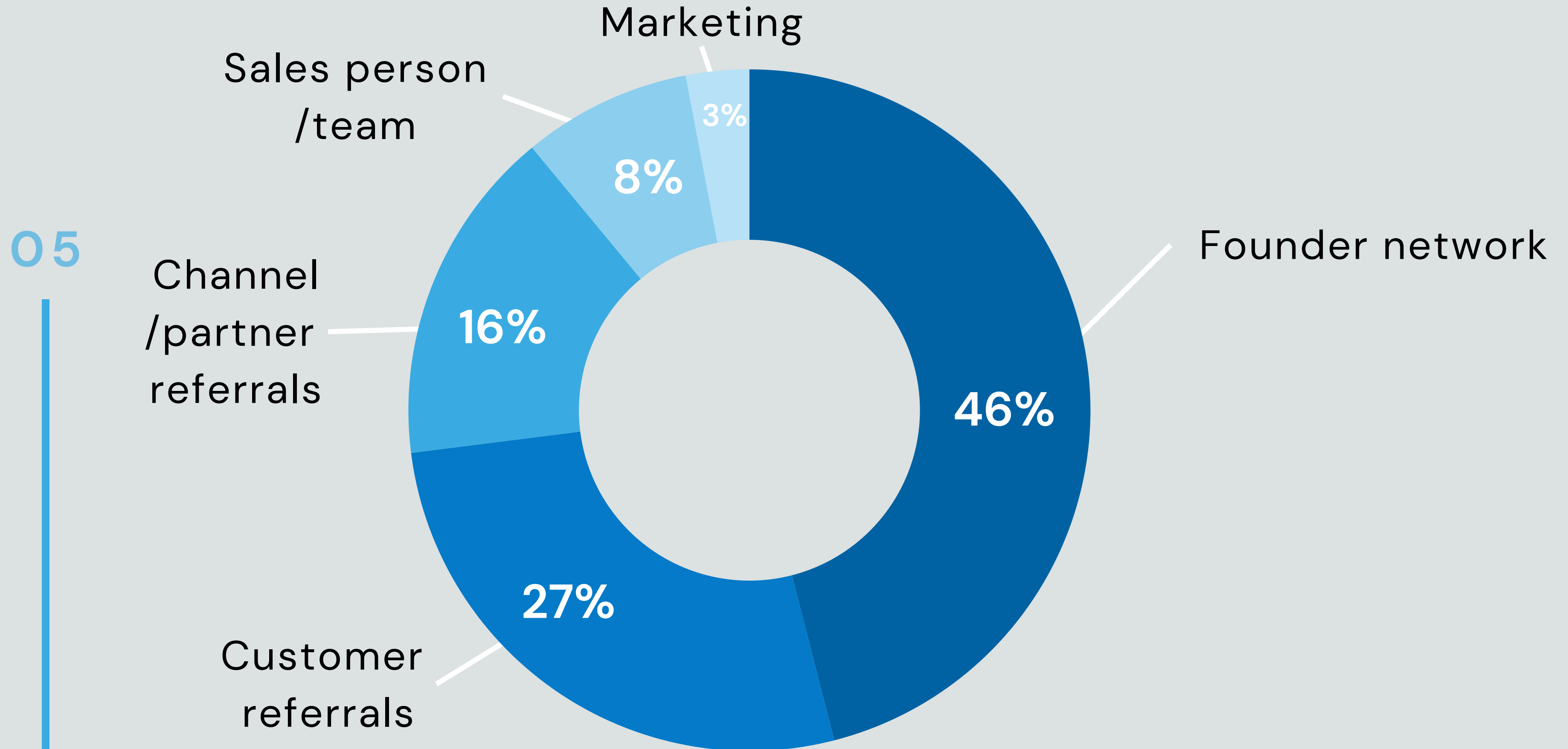


Based on Company Size, Who Closes Deals



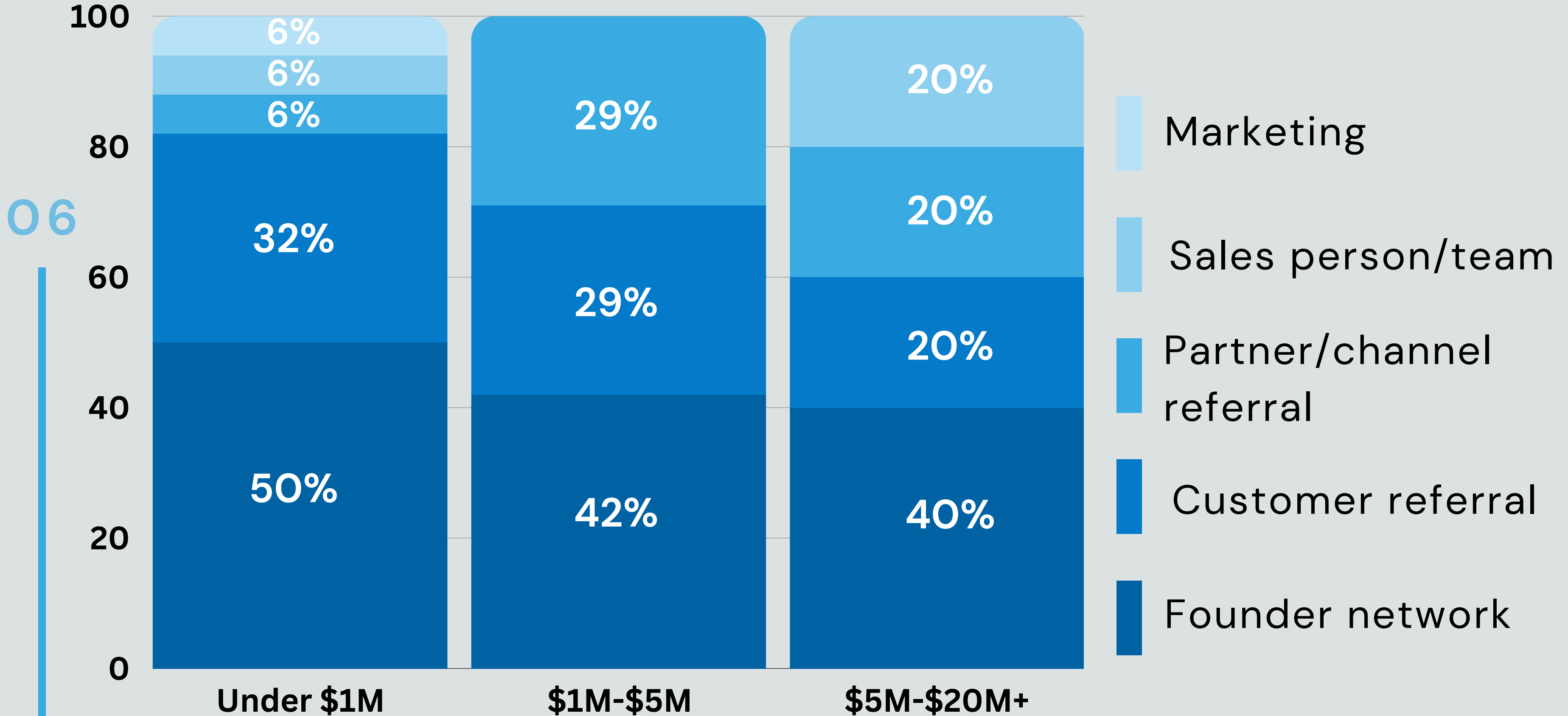


How is Revenue Generated?





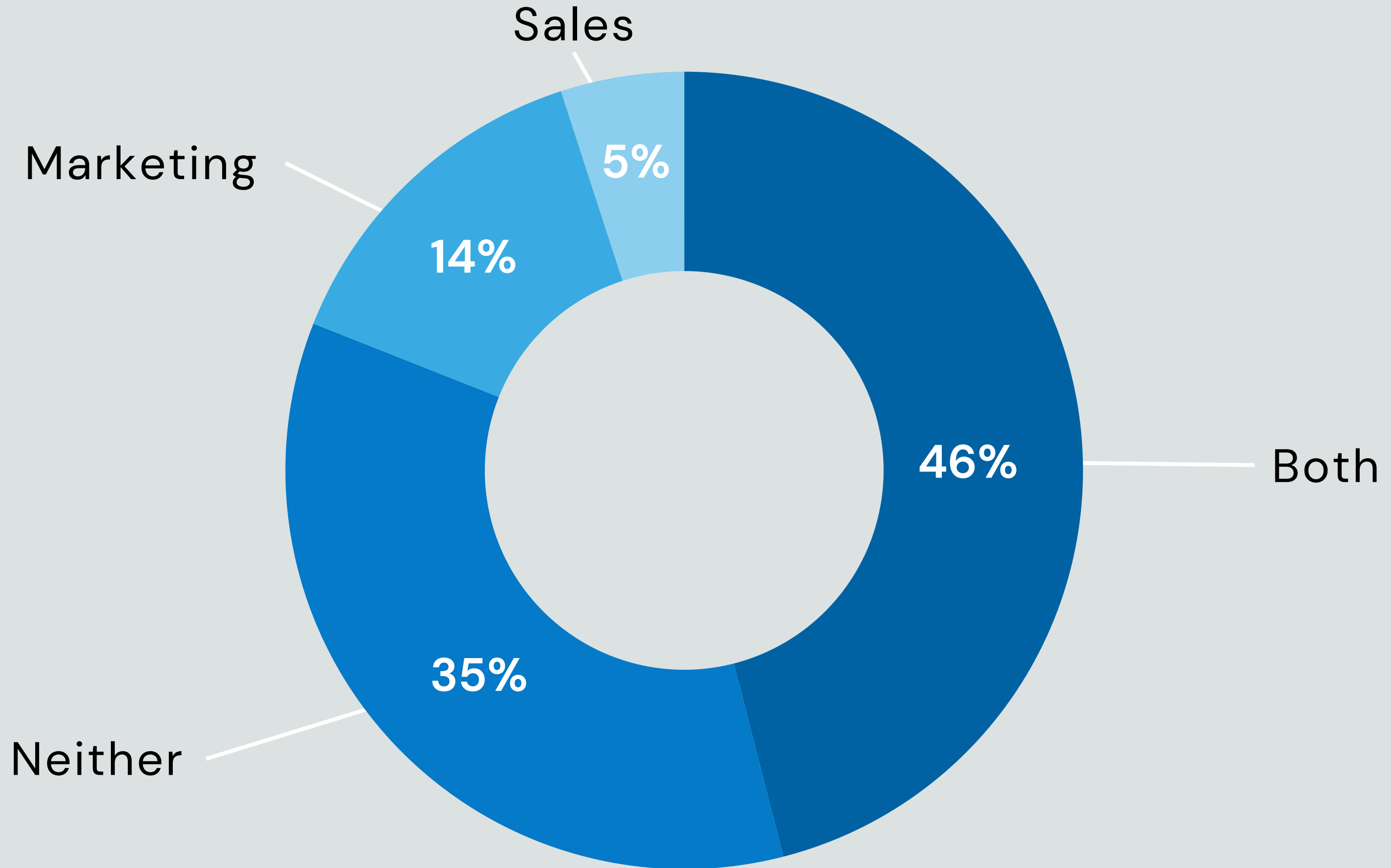
Revenue Generation Based on Size





Do You Have a Sales or Marketing Budget?

07





Managing year over year growth

Attribution

Tracking impact

Setting ROI expectations

08

Top Revenue Scaling Challenges

Not sure what will have an impact on revenue

Finding channels that have a positive ROI

CAC

Being able to forecast and analyze the true ROI



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