



SAGENTIX
Advisors

B2B SaaS — Vertical Overview

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B2B SaaS Vertical — One-Pager

Investor-Ready GTM in 6 Weeks, Not 6 Months

Sagentix Advisors | Secure Growth, Simplified.

1.0 The Problem: Your Board Wants a GTM Plan and You Have 6 Weeks

You raised your round. Your board expects a professionalized go-to-market strategy. McKinsey quoted estimated \$250K+ based on published engagement minimums and 12-16 weeks. A VP Strategy hire costs \$250K/year with a 6-12 month ramp. Your VP Sales is building it in Google Slides between customer calls. DIY costs \$106K–\$292K in opportunity cost and 300+ hours. Your competitors just announced a new round and they are moving faster.

The global B2B SaaS market is \$492B and growing. Private investment in software grew 7.3% CAGR (leading industry analysts, 2025). Every dollar of funding comes with an expectation: a GTM plan that can survive board scrutiny. Most founders are guessing.

2.0 Who This Is For

Ideal Client Profile: B2B SaaS companies with \$2M-\$50M ARR, Seed through Series B, with a product that works and a GTM strategy that does not. Founders stuck in DIY stall.

Buyer: CEO/Founder, VP Sales, or Head of Growth.

Triggers: Series A/B close (90-day GTM mandate), revenue plateau at \$5M ARR, board meeting in 60 days, competitive displacement, first enterprise deal attempt.

3.0 Five Jobs Your Company Needs Done

JTBD Code	The Job	Type
SS-J1	When I am preparing for a Series A/B fundraising, help me build an investor-ready GTM strategy with quantified market sizing in weeks, not months	Functional
SS-J2	When my revenue growth has plateaued at \$5M ARR, help me diagnose GTM gaps with evidence-based analysis, not opinion	Functional
SS-J3	When my board is demanding a professionalized GTM strategy, help me produce executive-ready deliverables that meet research-grade standards	Functional
SS-J4	When I fear that my GTM strategy is based on gut instinct rather than market data, help me feel confident that every claim is research-backed	Emotional
SS-J5	When I present to my board or investors, help me demonstrate that I have invested in rigorous, professional GTM — not a DIY PowerPoint	Social



4.0 Why Sagentix for B2B SaaS

4.1 D4 — Platform Speed (AI-Augmented Composition)

Sagentix delivers 10 integrated phases in 2-8 weeks using an automated composition pipeline: structured prompts, 16-check quality gates, and a 727+ artifact IP library. Traditional consulting takes 12-16 weeks for 3 phases. Your TAM feeds your value proposition, which feeds your messaging, which feeds your pricing, which feeds your sales scripts. Every number is traceable across all 10 phases.

4.2 D5 — Research Depth: 727+ IP Artifact Library

727+ curated consulting IP artifacts — 54 proprietary frameworks, 43 meta-prompts, 42 deliverable skeletons — built from 16 foundational strategy books (Christensen, Osterwalder, Kahneman, Porter, Collins), 136 peer-reviewed research briefs, 66 industry reports, regulatory data, and competitive intelligence, and 194 evidence tables with page-level provenance. This library powers every engagement. It is the reason a 6-week engagement produces the depth of a 16-week one.

4.3 D3 — Evidence Discipline (APA 7th)

Every deliverable uses APA 7th edition citations. Every market claim references a specific leading industry analysts report, page, and publication date. Every competitive assertion links to evidence. When your board asks "Where did this TAM number come from?", the answer is in the footnote — not "We estimated it."

5.0 The Lead Justifier: J2 — Automated Composition

The integration gap is what separates Sagentix from both Big 4 consulting and AI tools. Ask any AI tool to build your TAM/SAM/SOM. Then ask it to derive a pricing model from that TAM. Then ask it to write sales scripts that reference that pricing for each buyer persona. You will get three disconnected outputs — different numbers, no cross-references, and no way to trace claims back to a verifiable source.

Sagentix produces 10 integrated phases where Phase 1 market sizing flows into Phase 2 value proposition, into Phase 3 messaging, into Phase 4 pitch deck, into Phase 5 sales scripts, into Phase 6 pricing. One methodology. One evidence chain. One knowledge base.



6.0 Board-Readiness: What Investors and Directors Actually Evaluate

Board Expectation	DIY Reality	Sagentix Deliverable
Quantified TAM/SAM/SOM	"We think it's a \$2B market"	research-backed market sizing with CAGR, concentration, and geographic breakdown
Competitive landscape	Partial competitor list	Porter's Five Forces + battlecards + strategy canvas
Pricing rationale	"Similar to competitors"	4-tier pricing model with TCO comparison, willingness-to-pay analysis, discount governance
Sales process	Founder intuition	7-stage pipeline, hybrid SPIN/MEDDPICCC qualification (24/36 min), discovery scripts
Revenue projections	Spreadsheet with assumptions	Unit economics, CAC/LTV, contribution margin, break-even analysis
Professional presentation	Google Slides, last updated 3 months ago	Branded PDF + PPTX + executive brief, APA-cited, quality-audited

7.0 Market Context

- **\$492B** global B2B SaaS market
- **7.3% CAGR** in private software investment (leading industry analysts, 2025)
- **Canadian software publishing:** \$23.2B revenue, 4.4% CAGR (leading industry analysts, 2025)
- **Average time from Series A to professionalized GTM:** 6-12 months (founder-led)
- **Sagentix time to complete GTM:** 6-8 weeks (Full GTM) or 2-3 weeks (Foundation)

8.0 Recommended Entry Point

Start with Phase 1 — \$4,000-\$5,000, Money-Back Guarantee

Phase 1 (Market Intelligence) delivers a 30+ page report with 50+ citations, proprietary market research, TAM/SAM/SOM, competitive landscape, regulatory context, and growth drivers. Compare it to anything your team or an AI tool can produce. If it does not exceed your standard — full refund.

100% of Phase 1 investment credits toward any tier upgrade within 30 days:

- **GTM Foundation** — \$12,000-\$15,000 (Phases 1-3, 2-3 weeks)
- **Revenue Architecture** — \$25,000-\$30,000 (Phases 1-6, 4-5 weeks)
- **Full GTM Advisory** — \$40,000-\$50,000 (Phases 1-10, 6-8 weeks)

For Series A/B companies with a board mandate, **Revenue Architecture** is the recommended tier: it delivers the complete commercial model (market + positioning + pitch + sales + pricing) that boards expect within 30 days of funding close.

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