

How do we create a more  
strategic + inspirational story?

Articulate our impact.

What is the impact of a  
review?

# People want to

feel heard

feel connected

feel accomplished

feel confident in their decisions

feel like they're making a difference

# Businesses want to

feel heard

feel connected

feel accomplished

feel confident in their decisions

feel like they're making a difference

We all want to feel the impact of our work and become the best version of ourselves.

We get by (and get there)  
with a little help from our  
friends

What is the impact of  
software?

**Software (like any business solution)  
is a tool to achieve a goal.**

**The tool itself is irrelevant.  
The impact it delivers is all that matters.**

“It has *never* been about the software.”

Marketing

→ hit *my* lead gen goals

Sales

→ see *my* reps close \$ from phone

Finance

→ close *my* month faster

Designer

→ create award-worthy designs

IT

→ answer employees Qs faster



Software automates processes that slow progress so that people and businesses can:

address their weaknesses

focus on what *really* matters

do more of what they love (and less of what they don't)

achieve their goals

and become the best version of themselves.

We all want to feel the impact of our work and  
become the best version of ourselves

We get by (and get there)  
with a little help from our tools

Buying software requires  
**big decisions with serious implications.**

Building software requires  
**big decisions with serious implications.**

Let's call out the status quo:

**You must play the game by their rules  
in order to win.**

# The Game Today

Why the status quo doesn't work for anyone

## Unequal Access

- Vendors need \$20M in revenue to play, and more to spin their stats
- Users need to pay to see the full results and put the stats in context

## Unfair Rules

- Vendors can pay for more time on the clock resulting in a better position on the field

## Biased Referees

- Analysts are not vendors or users, they make money by hosting the game and make more money when certain players win

# The Results

How the status quo restricts us from reaching our potential

## Misinformation

- Innovative solutions never get the connections, information, or feedback they need to make an impact
- Buyers only have a limited view of their solution options
- Reports are static, and the market is dynamic - snapshots in time are immediately outdated in today's technology ecosystem

## Restricted Access

- Innovative solutions never get the connections, information, or feedback they need to make an impact
- Buyers don't have accurate representations of

## Distrust

- Buyers already don't trust vendors - they're wary of information they receive in the sales process
- When reports don't provide accurate information, they don't set proper expectations

Let's talk about how we've  
changed the game



# The players have changed

Everyone deserves a seat at the table and a fair shot at success

The refs are the people using your tools – not the people you pay

# The rules have changed

**Everyone deserves a shot at success**

Every player deserves a fair shot

Spectators have a right to watch the game in action

Everyone deserves context around the stats to decide the winner for themselves.

**Transparent Referees**

The refs are not players or spectators, they make money by hosting the game and make more money when certain players win

# The game has changed

The game never ends

The players that win learn from each other, learn from their users and evolve constantly

When you play this game  
and play by these rules

**Everybody wins.**

# The Results

Level playing field

Equal access + equal representation

Accurate, contextualized, nuanced, emotionally-informed information

# The Approach



## WHY = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and thinking differently

## HOW = The Process

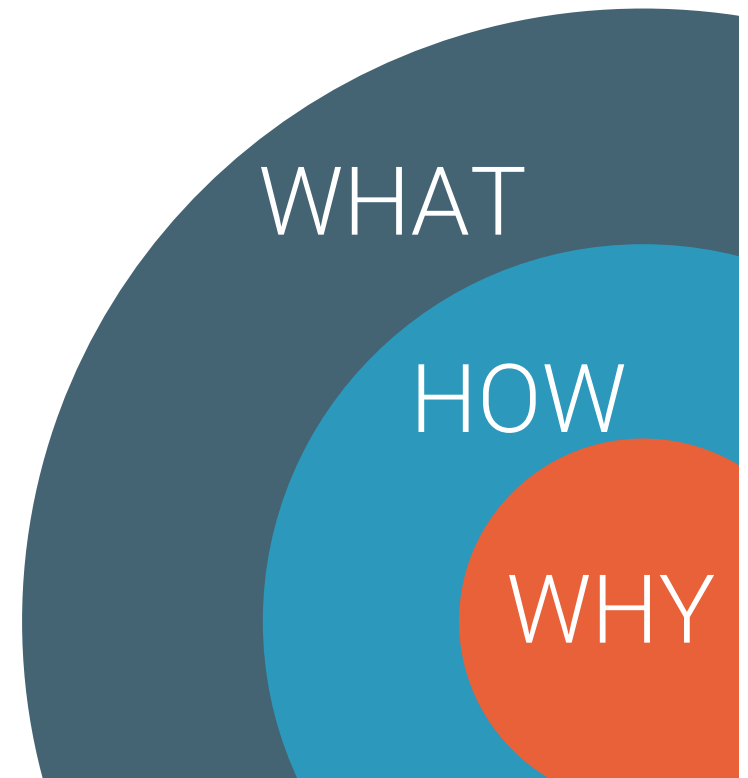
Specific actions taken to realize the Why

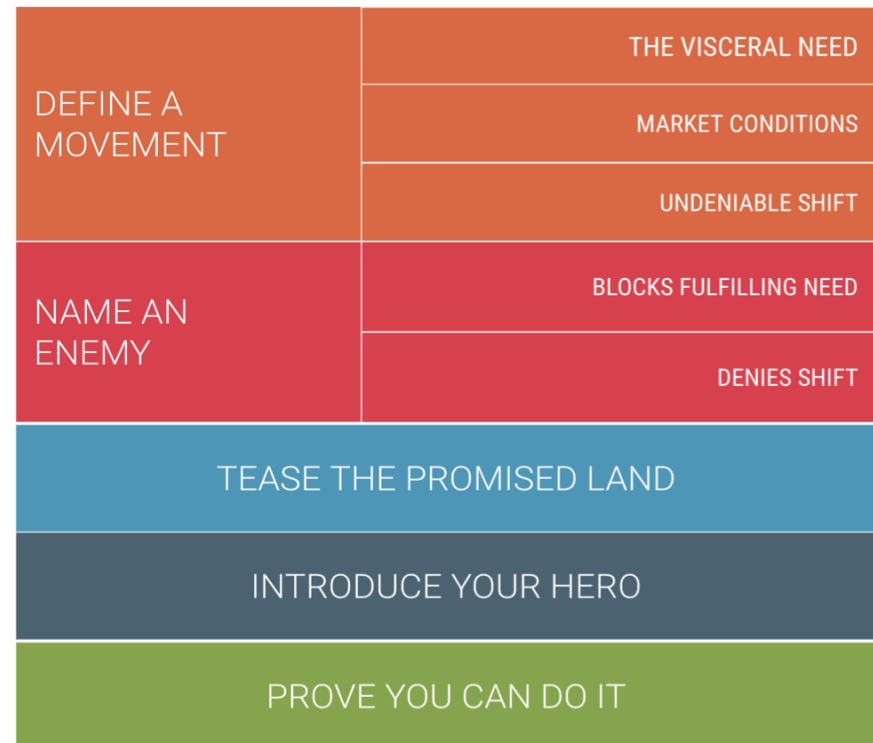
Apple: Our products are beautifully designed and easy to use.

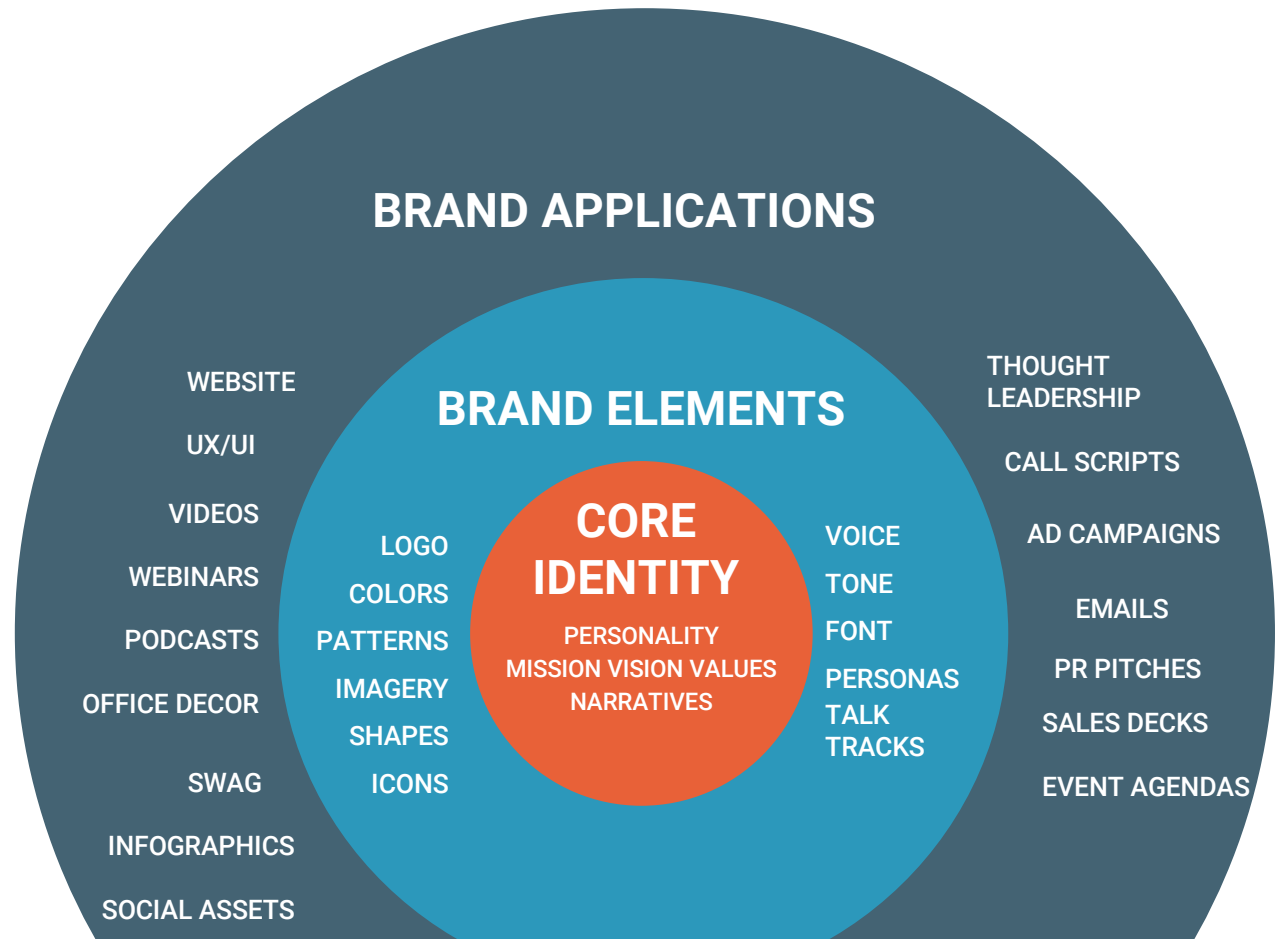
## WHAT = The Result

What do you do? The Result of the Why. Proof.

Apple: We make computers









# Business Impact



## Clear North Star

Make the narratives and value props of our competitors seem irrelevant

## Market Differentiation

Make the narratives and value props of our competitors seem irrelevant

## Recruiting + Retention

more inspirational message to motivate employees, excite candidates, and better retain people.

## Growth / IPO Story

tell a more inspiring story for why we're an important business for people to invest \$ into.

## Vendors

more cohesive story around outcomes vs. features, to help sales drive more \$, help vendors create better tools so that the world benefits.

## Users

More cohesive story around community and impact

## Reviews

could see us asking questions in the review process that are more emotional / impact-focused (eg. "were you able to achieve your company goals with the software?")