GrowAxis

GROWTH PLAYBOOK · SAAS AND TECH

SaaS growth from first demo to renewal. *Run as one system.*

GrowAxis builds the commercial side of SaaS and tech startups and SMEs: outbound and inbound pipeline, SEO and GEO for the searches buyers make, onboarding and customer success that keep accounts, and AI on the CRM. Tech startups and SMEs are GrowAxis's first audience. The four engines run with your team and are measured on pipeline, revenue and churn.

GROWBD

Pipeline beyond the founder

GROWDIGITAL

Inbound that books demos

GROWCX

Onboarding and retention

GROWAI

A predictable revenue engine

A sample deployment of the four GrowAxis engines, not a client case study.

EDITION 1 · OCTOBER 2026 · WWW.GROWAXIS.NET/INDUSTRIES/SAAS

SaaS and tech growth playbook

Built for founders who...

01

...still close every deal themselves

02

...get sign-ups or demos that do not turn into revenue

03

...lose accounts at renewal without seeing it coming

The four engines in this sector

Business development and digital marketing fill the pipeline; customer experience and AI keep the revenue. GrowBD usually goes in with GrowDigital.

GrowBD	**Pipeline beyond the founder**	Pipeline value · Qualified meetings a month · Sales cycle length
GrowDigital	**Inbound that books demos**	Qualified inbound leads · Cost per demo · Mentions in AI answers
GrowCX	**Onboarding and retention**	Churn rate · Expansion revenue · CSAT
GrowAI	**A predictable revenue engine**	Forecast accuracy · Automation coverage · Hours saved a week

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one revenue line. *From first demo to renewal.*

GROWBD

Pipeline beyond the founder

- ICP and market research, then outbound on LinkedIn and email to the accounts that fit.
- Demo booking, qualification and a pipeline in HubSpot, Zoho, Salesforce or Pipedrive.
- Partnerships and resellers for new markets, from the Gulf to Europe and North America.

MEASURED BY

Pipeline value · Qualified meetings a month · Sales cycle length

GROWDIGITAL

Inbound that books demos

- SEO for the problems your product solves, comparison and alternative pages, and GEO so AI assistants recommend you.
- LinkedIn and search campaigns aimed at your ICP, measured on demos and pipeline.
- Content for each stage: launches, use cases, customer stories and product updates.

MEASURED BY

Qualified inbound leads · Cost per demo · Mentions in AI answers

GROWCX

Onboarding and retention

- Onboarding that gets each new account to first value.
- Support with escalation tiers into your product team, in up to seven languages.
- Health scores, churn signals and expansion conversations before renewal.

MEASURED BY

Churn rate · Expansion revenue · CSAT

GROWAI

A predictable revenue engine

- Lead scoring on fit and product usage before sales calls.
- CRM automation that keeps the pipeline current without manual updates.
- Revenue forecasts and churn alerts from your CRM and product data.

MEASURED BY

Forecast accuracy · Automation coverage · Hours saved a week

What goes live in the first 30 days

01	**An ICP and a target list**	The companies and roles most likely to buy, drawn from your best customers and the market.
02	**A pipeline in your CRM**	Stages, definitions and reports for trials, demos and deals.
03	**Outbound sequences**	LinkedIn and email sequences for one segment, written and run with your team.
04	**Pages for high-intent searches**	Comparison, alternative and use-case pages for the searches that lead to a demo.
05	**An onboarding plan**	The steps, emails and check-ins that get a new account live.
06	**A revenue dashboard**	Pipeline, conversion, churn and expansion in one view.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today's numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

The engines go live within 30 days. GrowBD usually goes in with GrowDigital; GrowCX and GrowAI follow when renewals and forecasts become the question. Your team keeps the product and the customers. We run the pipeline, the campaigns, the onboarding and the reporting, with a weekly check-in and a monthly review.

MEASURED BY

Pipeline value · Qualified meetings a month · Cost of acquisition · Churn rate · Expansion revenue

How software buyers build a shortlist now. *In search and in AI answers.*

Software buyers search for the problem, compare on review sites and ask AI assistants for a shortlist. If ChatGPT and Google's AI Mode cannot say what you do and who you serve, you are not on the list.

SEARCHES TO WIN

- **best [category] software for [industry]**
- **[competitor] alternatives**
- **[category] software pricing**
- **[your product] vs [competitor]**

QUESTIONS BUYERS ASK AI ASSISTANTS

- **What is the best [category] tool for a small team?**
- **Which [category] software works in Arabic?**
- **What are the alternatives to [competitor]?**

What we do first for search and AI answers

1. Map each search and AI question above to the page that should answer it, in each language your buyers use.
2. Write those pages to answer plainly: who it is for, what it costs, where you work and the proof.
3. Add structured data and an llms.txt file, and keep your company facts the same everywhere.
4. Get listed and reviewed on the directories and sites that AI answers quote.
5. Report each month on rankings, mentions in AI answers and the leads they bring.

More: www.growaxis.net/services/seo and www.growaxis.net/services/geo

07 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Can anyone besides the founder run a sales call?
- [ ] Is your ICP written down, and does your team agree on it?
- [ ] Do you know which channel brings the deals that close, not just the leads?
- [ ] Do you rank for “[competitor] alternatives” and “best [category] software”?
- [ ] Can ChatGPT describe what your product does and who it is for?
- [ ] Does every new account get the same onboarding?
- [ ] Do you see churn risk before the renewal date?
- [ ] Is your forecast built from the CRM?

08 · THE NEXT STEP

Find out what stops your next ten deals.

30 minutes. We look at your pipeline, your channels and your renewals, then show which engine to install first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/industries/saas

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ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.