

XITIJ Services

SaaS GTM Readiness and Revenue Operating System

An anonymised case note for founder-led SaaS ventures needing ICP clarity, pipeline governance and investor-ready revenue narrative.

Core positioning

XITIJ helps founder-led companies, growth ventures, family businesses, investors and strategic stakeholders become capital-ready, governance-ready and transaction-ready through structured advisory, investment facilitation, expert-bench access and execution cadence.

Business context

Founder-led B2B SaaS venture with a strong product, early enterprise interest and founder-dependent sales motion.

Mandate

- Virtual CRO, CMO and Product Officer style GTM readiness support
- ICP and buyer-persona map
- Pipeline governance template
- Pricing and packaging review

Key interventions

- Refined ICP and buyer personas by segment and pain point
- Reworked pitch narrative into problem, use case, ROI and proof
- Created pipeline stages and qualification rules
- Reviewed channel partner motion and expansion pathways

Outcome signals

- Clearer enterprise buyer story
- More disciplined pipeline conversations
- Better evidence for revenue predictability discussions
- Reduced founder dependency in sales updates

Important note

This document is for informational and business discussion purposes only. It does not constitute investment advice, legal advice, tax advice, accounting advice, a public offer, solicitation or recommendation. Engagements, referrals, advisory support and facilitation are subject to separate written terms and independent evaluation.