



A Supercharge Lab Whitepaper

CREATING THE RIGHT GROWTH STRATEGY



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ABOUT SUPERCHARGE LAB

Supercharge Lab is an artificial intelligence company that analyzes human approaches to decision making and applies it to practical corporate functions like sales, marketing, and strategy.

Founded in March 2020 by award-winning serial entrepreneur, Anne Cheng, Supercharge Lab launched the Sigmund brand in August 2021 and has since worked with a singular focus of shipping solutions that reduce human effort and increase our capability to scale businesses quickly and effortlessly.

Supercharge Lab currently operates in North America and Southeast Asia.

ABOUT SIGMUND

One-click marketing strategies in fifteen seconds that consider:

- Your competition's paid, organic, and content strategies
- Search terms that flow into your website
- The psychological triggers of your audiences
- Your past paid and organic strategies
- Attribution of traffic to your site

A data-driven expert marketing platform for the modern digital-first economy

- B2B agencies, consultancies and service providers can now scale quickly, get lighter, faster, and better
- Single platform that drives outcomes in content marketing, SEO, performance marketing, and optimizes funnels
- Focus on customer relationships, leave the execution to us
- Cost efficiencies with economies of scale



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UNDERSTANDING YOUR BUSINESS

The aim of a growth strategy is to increase the size and profitability of a business. The first step to growing your business is to firstly understand the business and what your business does. It seems rather obvious, but really, it's not that easy.

From our own experience, we first started Supercharge Lab thinking about human behaviors and decision-making triggers. We wanted to understand the why behind decisions to buy, engage, interact, fall in or out of love with things, companies, and other people. We wanted to collect data that would help me make sense of it all. We were unsure about the problem we were trying to solve, and we had no product, service, or offering. Just a burning question that We couldn't shake.

It was quite apparent, that the first thing we needed to do was create a solution and start to drive outcomes and create value for our prospective clients. We decided to target the purchasing behavior, since every organization seemed to require sales in order to grow and survive. We launched our first solution in 2020, "Sales as a service", attempting to help smaller startups with growing their sales channels, while growing our own.

In May 2021, we launched our second solution, and in quick succession, in August 2021, we rebranded our entire product brand to "Sigmund", reflecting our early roots in Cognitive AI, and defining our product umbrellas by the function that Sigmund sought to solve.

In just over two years, we have learned to define our business by first understanding the problem that we were attempting to solve for, and the value that we were trying to create on a scalable and repeatable basis. Once you have nailed down, you then need to understand your client.

UNDERSTANDING YOUR CLIENT

There are a variety of tools that can help you with defining your ideal customer profile, their behavior, triggers, desires, and aspirations, and how to reach them through the creation of the “right funnels”. While We am hardly an expert, we think the first question that We would ask would really be – what is the aspirational ideal customer that you’re seeking to engage?

We all want customers who pay on time, are highly engaged, increase, and grow their share of wallet, and are your advocates and promoters. It is often forgotten that we have to define our customer type clearly, and how to deliver value to such customers based on their risk-taking behavior and their deep aspirations.

When I first started selling our solutions on behalf of Supercharge Lab, I had thought that our customers were startups, since I was deeply familiar with the space and the difficulties that they face in growing their businesses. In the years that followed, we discovered that our true audience was hardly in the startup space. We found out quickly that our most engaged customers were owners of B2B companies struggling to hire in order to scale their businesses.

When I started talking to owners of agencies, consulting groups, and service providers, they bemoaned the fact that the services industry was critically dependent on human capital, and scaling services required hiring competent employees, training, engaging, and retaining them, and helping them to scale their productivity, quality of work, and outcomes.

UNDERSTANDING VALUE CREATION

My A-ha moment came when I realized that we had built the internal capabilities, platforms, and processes to scale productivity for service-based businesses. Having worked with data for two full years, our AI platform had significant time to train its models and was starting to work with more efficiency and accuracy.

We started to build a singular platform that could help agencies, consultancies, and other service providers within the marketing and business development space to run faster, lighter, and better. We tested the solutions on end-clients, then the agencies that served them, and the results were surprising. While our clients were extraordinarily happy with our results, they started to tell their agencies about us, and as agencies started to gain traction quicker than before, they saw the opportunity to use our solution to scale their businesses.



REWARDING CLIENTS BASED ON RISKS AND ENGAGEMENT

In life, change is constant. We had to constantly pivot our strategy, to firstly maintain growth, and secondly, accelerate growth. In four weeks, our customer pipeline had ballooned by 500%, and we started picking apart the reasons for growth, deliberately measuring twice and cutting once. We created two separate engines of growth – the direct client model, and the agency model.

We realized quickly that with the direct client model, we had to take on the customer relationship risks, maintain engagement with the clients, and manage “noise”. In the agency model, the agency took on those risks, customer relationships, and engagement model. We knew that we needed to be able to incentivize our agency partners by giving them the things that they needed – communication, information, and results – at speed.

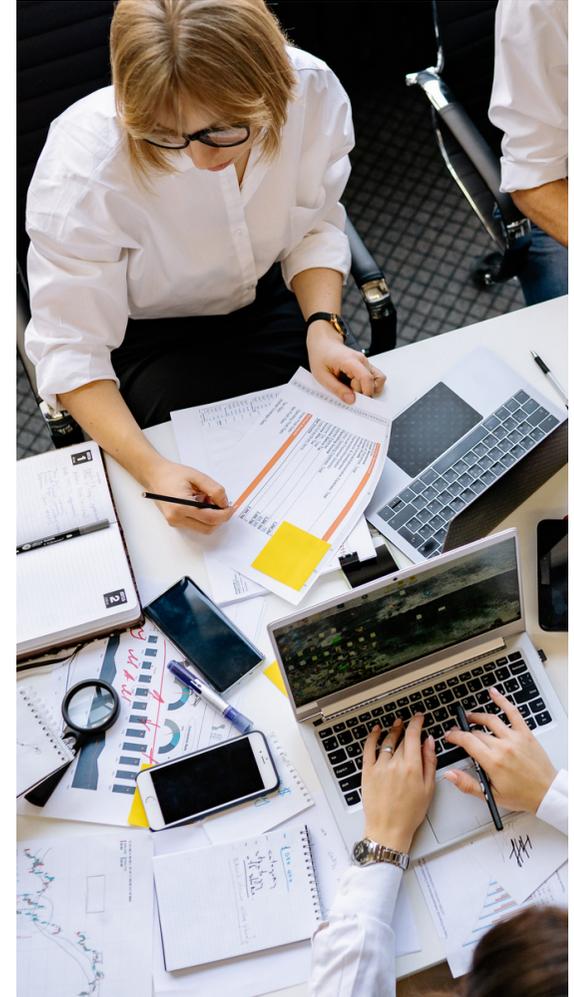
We created two separate pricing models, both accounting for risk, engagement, and time that we could not automate away. It turned out, that pricing for risk-taking behavior became a measure of the speed at which we were able to scale at.

BRANDING: AN INVESTMENT IN CHANGE

Now that we understood what mattered to our customers in each channel, we decided to refresh our brand, so that it became obvious what it was that we did. As we release this whitepaper, Supercharge Lab's new brand is being released progressively in the month of August 2022, exactly a year after we rebranded our solutions under the Sigmund umbrella.

A rebrand is an enormous undertaking in understanding your clients. Your brand must describe your business in as few words as possible, alongside your value proposition, target market, and differentiating factor.

But branding goes a long way – it saves the intangible costs of trying to explain what it is you are doing, and it also directly reduces the cost per acquisition. It helps you scale quickly, swiftly, and drives exponential growth.



PEOPLE, PROCESSES AND PLATFORMS

When I was investing heavily into startups, I used to say to my portfolio companies – it's about building people, processes, and platforms. Oftentimes, startups get obsessed with platforms, building automation and tools and software or hardware to create intellectual property, to get an investor to give you money and own you for a lifetime. I think a lot of startups have it wrong – they focus so much on building platforms before they think about the processes of getting these platforms to work, and then recruit the people to form the company and drive it forward.

If I had the chance to do it again, I would start with hiring the right people, helping them to build capabilities and operationalizing those capabilities, taking the lessons learned from these capabilities and the mistakes we oftentimes make, and building platforms and solutions that circumvent these operational processes.

The unfortunate thing about starting up means that you often do not have a budget to work with, so getting the best people to come on board works only if you can sell them your vision. This week, my cofounder asked me – why did you name the company "Supercharge Lab"? I realized that I had yet to share my origin story with her.

I had started Supercharge Lab trying to understand human

behavior, and to apply that understanding to experiments that would help people live, act, and be better – therefore to supercharge their performance, through experiments in a lab.

We often think that in starting up a company, we need to build the "skin" first – building something to show for, before building the organs (how things work) and then finally the bones (pieces to hold up the business, people). With Supercharge Lab, my current venture, I've learned how important it was to hire the right people with the right motivations. As much as we need to understand our customers, we also needed to deeply understand the kind of people we wanted to work with – their mental models, their motivations, what really mattered to them, or what made them tick.

One of my advisors told me – money brings them in, but their own growth keeps them there. Superchargers, the people who work with me, frequently come into the company bewildered and lost, and in a matter of months, tell me how they are surprised at their own growth in their skills and knowledge and more importantly, their own ability to go through the rollercoaster of forming personal relationships with their coworkers quickly, despite the remote environment and the globally distributed team.

SUPERCHARGING GROWTH

As with strategy, technology development, marketing, and almost every aspect of operating a company, as founders, we must commit to consistent experimentation, pivoting, and turning the flywheel. A strategy that works for Supercharge Lab may not necessarily work for another startup, whether in a similar space or otherwise.

In my earlier startups, I had always believed in building the right foundations for growth through organic growth, increasing sales and attracting more customers through a typically direct sales model. I would find ways to get customers to extend their contracts or increase their spend with multiple solutions and upselling opportunities. By consistently engaging with customers, I learned to tell my story in a better way or frame the opportunity more eloquently.

But there are other ways to supercharge growth.

In my days as an investment banker, I had the privilege of seeing growth happen through mergers and acquisitions, or, M&A. Acquisitive growth helps to open new markets, technologies, customer channels, and even business lines, effectively expanding operations. Consolidation of similar companies within similar markets can make for a powerful partnership, and create significant reputational, financial, and human capital improvements.

Another approach is to focus on international growth by expanding into new markets overseas. This can provide opportunities for growth that may not be available at home, but it also comes with risks such as nationalistic and protectionist legislation, cost of operations, and cultural challenges.

Of course, a company may choose to pursue diversification growth by expanding into new product or service categories. This can help shield the business from downturns in any one sector and can provide opportunities for expansion into new markets.