

RehabPath

Success Story

About RehabPath

RehabPath helps make the first step in an individual's path to recovery the right step through knowledgeable, relevant, unbiased, and helpful information online while continuing to provide relevant resources throughout their entire recovery journey.

- Employees: 50
- Industry: Mental Health Digital Advertising
- Headquarters: Madison, WI

In the client's words...

“Brainheart Growth provided leadership, proven strategies, business development processes and a clear Revenue Roadmap that enabled us to rapidly scale our Business Development, Customer Success, and Sales and Marketing Operations teams and achieve our aggressive growth objectives. Over the past 3 years of working with BHG, we have hit our quarterly sales goals for 7 consecutive quarters, leading us to achieve over 140% average YoY growth.”

Ben Camp
Founder/CEO

Challenge

RehabPath was an early-stage start-up with product market fit but inexperienced founders for building and scaling companies and Business Development teams. They had no CRM or other Business Development systems in place as well as no sales process. There was also a lack of customer success processes for support and onboarding and a lack of financial models. RehabPath needed to transition its outside sales team to inside sales. They also needed to get to \$1MM ARR for a Series A fund raise.

Solution

BHG started by first creating a comprehensive Revenue Roadmap to forecast five-year revenue goals, determine quotas, correlate site metrics with pricing, and outline overall company growth. We provided leadership and mentorship to the founders through the build-out of the BD, CS, and Sales & Marketing Operations teams with input into other functions as well. We developed and implemented sales processes, systems, and documentation including consistent revenue team meetings for accountability to company KPIs.

Results

1. Increased MRR in first 5 months from \$30k to \$85K per month/\$1MM ARR.
2. Increased annual revenue by 346% in first year of engagement.
3. Hired, trained, and grew Business Development, Sales & Marketing Operations and Customer Success teams to 15 people.
4. Completed successful Series A raise within first year.