

# What **not to do** when getting to your first 10 customers



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CEO & Co-founder, Spendflo

# Spendflo at a Glance...

Backed by world class investors



Leader in SaaS Spend Management Category



Global Customer Base



crownpeak



## \$160m+

Contract value negotiated

## \$38m+

in savings

## 5k+

Contracts negotiated

## 15k+

SaaS vendors  
in our  
database

## 10k+

hours saved

## 7x

ROI

# **Spendflo. Our Journey**

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**Year Spendflo started: January 2021**

**\$1M ARR Date: December 2022**



# 10 Pitfalls to Avoid



**1**

**2**

**3**

**4**

**5**

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**7**

**8**

**9**

**10**



**1**

Not  
continuously  
refining your  
ICP

**2**

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ICP .. ICP .. ICP



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**Know how to empathize  
with your customers or  
find a co-founder who can.**



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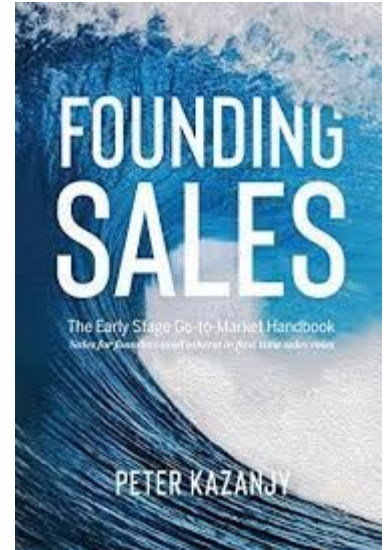
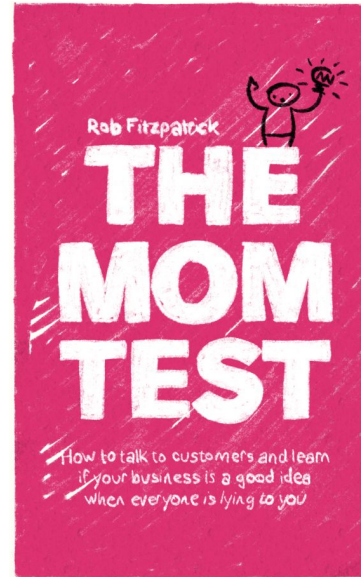
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## Best Reads.



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**Momentum in GTM and product is key.**





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Not  
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enough in  
optics

6

7

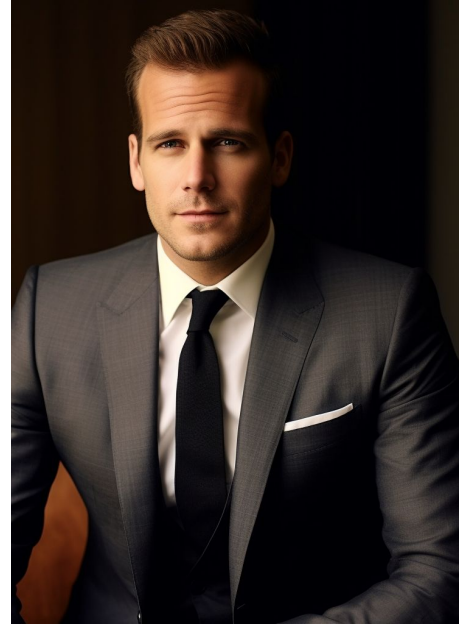
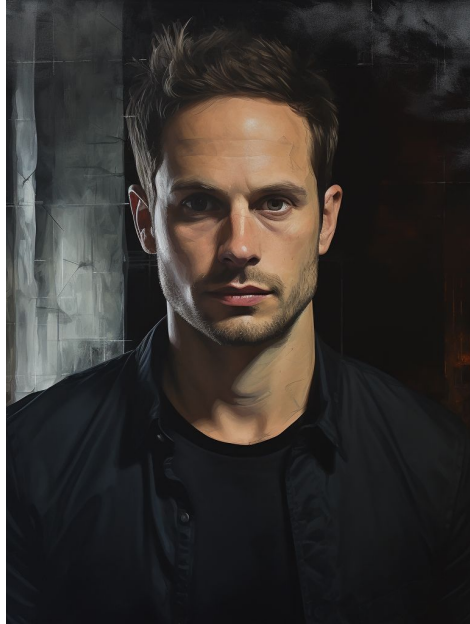
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**Make yourself seem  
bigger than you  
actually are.**



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**Prioritise and track one metric.**



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**They become your biggest champions.**



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**You can't hit \$10M if you sold your first \$1M *only to people you know.***



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**If you trust your gut and fail, it's a great lesson.**

**If you don't trust your gut and you fail, you'll regret it.**

**Regret kills morale.**



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Not having fellow entrepreneurs to share your pain



**Create a support group  
that you can **depend** on.**

