



CASE STUDY

*Accelerating Growth for a JNO Accelerator
Portfolio Company*

SKY LANTERN

Challenge

A JNO Accelerator portfolio company had big ambitions, but lacked the core infrastructure to achieve them. The startup had no website or online presence, no defined sales process or pipeline, and no cohesive revenue strategy. With no search visibility and no lead-generation system, the company struggled to attract or convert new clients. As a result, growth was stalled and the team had no clear way to reach ambitious targets.

- **No Website:** Prospects couldn't find or learn about the company online.
- **No Sales Process:** Leads were handled ad hoc, with no repeatable pipeline or CRM.
- **No Lead Gen Strategy:** Neither inbound (SEO/content) nor outbound outreach was in place.
- **No Long-Term Plan:** There was no 12-, 24-, or 36-month sales roadmap to guide growth.

This combination of gaps created a tough hurdle. In today's market, a website is essential – studies show 70–80% of buyers research a company online before making a purchase. Without even a basic site, the startup missed credibility and leads. Likewise, lacking a structured sales playbook meant many opportunities fell through the cracks. Sky Lantern was engaged to address these issues by building a complete go-to-market foundation from the ground up.



John N. Osland
CEO, JNO Accelerator

"Sky Lantern didn't just give us a new website – they gave us a complete growth playbook. In a few months, our pipeline was full of qualified leads and revenue jumped 25%. Now we finally have a repeatable, data-driven engine for future growth."

Solution

Sky Lantern delivered a full-market strategy that filled all the missing pieces. First, we built a modern, user-focused website to serve as the foundation for inbound marketing. Next, we implemented SEO and outbound lead-generation programs: optimizing content and search presence while running targeted outreach campaigns to attract new prospects. (In fact, organic search leads are especially cost-effective – one analysis shows SEO can generate leads at about 61% lower cost per lead than paid channels) Finally, we designed a scalable sales strategy and playbook, charting out 12-, 24-, and 36-month sales plans. This multi-year roadmap aligned the marketing and sales teams with clear goals and processes.

- **New Website:** A modern, SEO-friendly site was launched to showcase the company's offerings and capture leads.
- **SEO & Outbound Programs:** We improved search rankings and ran targeted email/cold-outreach campaigns to fill the funnel with qualified leads (leveraging the fact that organic leads cost far less on average).
- **Scalable Sales Strategy:** A phased sales plan (12/24/36 months) and detailed playbook were created, giving the team a repeatable framework for closing deals.

Sky Lantern's team worked closely with the startup's leadership through each step. We held strategy workshops and training sessions, transferring knowledge so the client could manage the new processes independently. The website content and marketing campaigns were fine-tuned to reflect the company's unique value. By the end of the implementation, the startup had not only new tools (website, CRM, outreach templates) but also the expertise to run them. In short, we handed them a complete growth engine: marketing channels, aligned messaging, and a data-driven sales process all working together.



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Results

With the new foundation in place, the portfolio company saw immediate improvements. Within just six months, revenue increased by 25%. The website and SEO drove a surge of inbound interest, while the outbound program generated qualified opportunities. For the first time, the sales team had a repeatable, data-driven engine: leads were tracked in a CRM, performance was measured against clear targets, and forecasts became reliable. The phased sales playbook put the long-term plan into action, ensuring the company could sustain growth beyond the initial boost.

Our 25% growth result echoes industry benchmarks: research indicates that companies with formal, enforced sales processes often see significant revenue lifts (up to +28% more revenue). In other words, by putting a process in place we unlocked the client's sales potential. The new data dashboards and reporting also gave the leadership visibility into what was working, enabling continuous optimization

Key Results:

- **+25% Revenue:** Sales grew 25% within six months of launch.
- **Robust Pipeline:** Marketing and outbound efforts filled the funnel with quality leads.
- **Data-Driven Sales:** A structured process and analytics dashboards enabled predictable forecasting.
- **Growth Roadmap:** A clear 12/24/36-month plan ensured sustainable, scalable expansion.

Takeaways

This case highlights several important lessons for growth-stage companies:

- **Build the Foundation First:** A strong website and clear processes are prerequisites for scaling. Skipping basic infrastructure means missed opportunities.
- **Align Inbound and Outbound:** Combining SEO (inbound) with targeted outreach (outbound) multiplies lead-generation impact. Both channels filled gaps and supported each other.
- **Plan for Long-Term Growth:** Developing multi-year sales roadmaps (12/24/36 months) creates a clear vision. It helps the team focus on big-picture goals rather than short-term chaos.
- **Make It Repeatable and Data-Driven:** Documented playbooks and tracking allow continuous improvement. By measuring results and iterating, the company can keep growing systematically.
- **Expert Partnership Accelerates Success:** Bringing in experienced specialists can jump-start progress. Sky Lantern's deep expertise helped the startup implement best practices quickly and avoid costly trial-and-error.

Ready to ignite your growth? Contact Sky Lantern to learn how we can help build your comprehensive go-to-market strategy and scalable sales engine. Let's turn your challenges into a growth story. The next success could be yours.

www.skylantern.pro