

Show me the money: RevenueHero boosts sales pipelines as it raises \$5.1M to scale globally



NEWS RELEASE BY REVENUEHERO

Bengaluru, India | May 16, 2023 07:00 AM Eastern Daylight Time


Companies are taking too long to engage sales leads or not responding at all leading to marketing spend wastage and a stuttering sales pipeline. Helping businesses take back control of their growth, sales pipeline acceleration platform **RevenueHero**, is today announcing a \$5.1 million Pre-Series A funding round led by Stellaris Venture Partners with participation from existing investor Together Fund. The funds raised will be utilised to scale the business across the North American market and to strengthen the team.

Founded in 2021, RevenueHero aims to help businesses achieve their revenue goals by significantly increasing their sales pipeline. Through instant lead qualification, enrichment, routing, and scheduling, the platform connects qualified buyers with the right sales representatives directly, offering a superior experience to buyers as well as increasing revenue for their customers. RevenueHero was founded by Sudharshan Karthik, Aaditya S, Charanyan Venkataraghavan, Hariharan R, Krupesh Muthukumar, and Pranav R.

 RevenueHero Founders: (L to R) Charanyan, Pranav, Hariharan, Sudarshan, Aditya, and Krupesh

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Today, 42% of the companies take at least 5 days to respond to a prospect who wants to buy from them. The remaining 58% don't even respond, resulting in wasted \$11B of ad spend annually.

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“The sophistication, effort and money spent in getting a buyer's attention is coming to an anti-climatic end as soon as they request a demo. In most B2B companies today the first sales experience that prospects see is a faceless *thank you for visiting us page*. Presenting high-intent buyers with an experience that matches their urgency shouldn't be one that involves email ping-ponging and inbox-watching. We've seen this process at a scale where painfully long sales cycles lead to frustrating buying experiences that hurt the business bottom line. At RevenueHero, we make it easy for a customer to buy from a business by ensuring a frictionless experience throughout the B2B buyer journey.” said **Sudharshan Karthik, co-founder and CEO of RevenueHero.**

Built with marketers and sales teams in mind, RevenueHero manages the complexities of scaled marketing and sales workflow in B2B companies. With RevenueHero, any B2B company can enable its prospects to book a meeting with the right sales rep directly

from the website. RevenueHero has enabled businesses to increase their booked meetings by 50% and reduce junk meetings by 45%.

"In 2007, the benchmark for responding to a prospect was less than 5 minutes. Today, we live in a world where we get a cab at a click of a button. 5 minutes is too little too late now. B2B buyers have way more information at their disposal to do their research, compare, and evaluate before they make a purchasing decision. When they finally come knocking on the door, they've mostly made up their mind and are only looking for answers to a few critical questions before completing the purchase. At this stage, winning the customer is really about how well and quickly can the company respond to the prospect" added **Sudharshan Karthik**.

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Alok Goyal, Partner, Stellaris Venture Partners, said, "We believe the workflow of lead conversion needs to be reimaged. Losing high-intent prospects can be a significant setback for businesses leading to a loss of opportunities, time, and money. With a deep understanding of the problem statement and razor-sharp focus on the B2B buyer journey, the team has built a solution that demonstrates value to its customers. We're thrilled to back this passionate team and are excited about their journey ahead."

Manav Garg, Founding Partner, Together Fund said "We're thrilled to partner with the RevenueHero team as they continue to scale their platform globally and transform the B2B buyer journey. At Together Fund, we believe that a quick response time and a seamless buyer journey are critical to converting leads and winning customers. RevenueHero's platform excels in both areas, enabling businesses to connect qualified buyers with the right sales representatives and reducing junk meetings. We're excited

about the journey ahead and look forward to supporting RevenueHero's continued growth and success.”

About RevenueHero

RevenueHero is a pipeline acceleration software, driving top B2B companies' growth today. Through instant qualification, scheduling, routing, and handoff, RevenueHero helps companies match their potential customers' buying intent with the urgency and experience that they deserve, instead of a bland boilerplate experience. Top marketing teams like Okendo, Inflection, Rocketlane, and Traefik use RevenueHero to increase qualified booked meetings without burning their budget.

About Stellaris Venture Partners

Stellaris is an early-stage tech-focused VC firm that partners with fearless founders who dream big, think differently, and have an unstoppable desire to challenge the status quo. The fund works with these teams at nascent stages to help transform their ideas into resilient businesses. Stellaris does so with a team of seasoned, diverse operators and entrepreneurs who bring significant experience in building businesses, and by providing access to some of the most successful founders and professionals in India and the US. Since its inception in 2017, Stellaris has backed many market leaders such as Mamaearth, Whatfix, Propelld, Turno, Rigi, and others. For more information on Stellaris Venture Partners, visit <https://www.stellarisvp.com>

About Together Fund

Together Fund is India's first enterprise software-focused, Operator-led fund started by Girish Mathrubootham (Founder, Freshworks), Manav Garg (Founder, Eka) and Shubham Gupta (ex Matrix Partners). Together invests in Seed and Series A opportunities across AI, Devtools, Cloud Infra, Security, Horizontal & Vertical SaaS applications. With a “for-founders, by-founders” DNA, Together is joined by 150+ global founders & operators in this endeavour to help build global products from India.

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