

Doubling annual revenue while building the systems for the next stage

Construction robotics | 16-month engagement | Revenue leadership and advisory

RESULTS AT A GLANCE

2x

annual revenue

~\$12Min recurring revenue
added**5 → 18**key enterprise accounts
in nine months**\$14M**Series A raised by the
company

The challenge: Growth had outpaced the operating systems

A venture-backed construction robotics company was growing, but critical parts of the business still ran across disconnected spreadsheets.

Sales, estimating, operations, and change orders lacked a shared system. Leadership needed clearer performance visibility, the sales team needed a repeatable process, and the business needed to prepare for its next funding round.

The engagement addressed all three: how the company sold, how work moved through the business, and how performance was communicated.

The work: Connect sales execution, operations, and reporting

The engagement rebuilt the commercial operation around six priorities:

Connected systems

Consolidated CRM, estimating, operations, and change orders into one system.

Leadership visibility

Built dashboards for management, board, and investor reporting.

Sales team development

Expanded the sales function from one representative to eight, supported by structured training, processes, and performance management.

Enterprise growth

Expanded key enterprise accounts from five to eighteen in nine months, alongside higher contract values and repeat business.

Commercial discipline

Refined pricing and strengthened customer acquisition.

Fundraising preparation

Developed investor narrative documents and assembled the data room.

The outcome: Revenue growth with an organization behind it

During the engagement, the company added approximately \$12M in recurring revenue and doubled annual revenue. It also completed a \$14M Series A.

Leadership gained a consolidated view of performance, supported by an eight-person sales team, a broader enterprise customer base, and materials prepared for investor diligence.

The business finished with more than a stronger sales result. It had the systems and management visibility to support its next stage of growth.

Has your business outgrown the way it operates?

Goshen Consulting helps growing companies strengthen sales execution, connect operating systems, and build clear revenue reporting.

Book an introductory call: calendly.com/goshenconsultinggroup/introductioncall

This case study reflects operating and advisory experience gained by Goshen Consulting's founder in a prior role.