

40+ customers committed before the product was built

AI sales software | Four-month engagement | Market validation and presales

RESULTS AT A GLANCE

40+

B2B customers presold

\$100K+

in committed monthly recurring revenue

Before development

demand tested using a PowerPoint demonstration

The challenge: An idea worth testing before building

A founder had an idea for an AI sales widget that would prequalify leads, verify businesses, and book appointments or demos.

There was no product yet. Before investing in development, the founder needed to answer a commercial question: would businesses buy it?

Goshen Consulting was engaged to gather market feedback and assess whether the concept could sell.

The work: Move from feedback to buying decisions

Goshen structured the engagement around three steps:

1**Listen to prospective customers.**

Conducted focus groups to understand market reactions to the proposed offering.

2**Make the concept tangible.**

Created a PowerPoint demonstration showing how the widget would work, giving buyers something concrete to evaluate before development.

3**Test willingness to buy.**

Took the proposed SaaS offering into presales conversations and secured customer commitments.

The demonstration allowed the commercial opportunity to be tested without first building the software.

The outcome: Committed buyers before development

Within four months, more than 40 B2B customers committed to the proposed SaaS offering, representing over \$100K in committed monthly recurring revenue.

These were presale commitments for an unbuilt product, not collected subscription revenue. They provided a stronger demand signal than positive feedback alone.

The founder received market feedback, the demonstration, and committed buyers for the SaaS version. Following the engagement, the founder chose to pursue a more bespoke product direction.

Goshen helped turn an untested idea into an offer buyers were willing to commit to—before software development began.

Before you build, find out what buyers will commit to.

Goshen helps founders test demand, sharpen their offer, and bring commercial evidence into product decisions.

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