



# From Military to Municipal: GovFunds' Enables a Robotics Company's New Market Entry

A GovFunds Case Study

## At a glance

GovFunds spearheaded a strategic overhaul for a leading Robotics Company, transitioning their focus from military to state and local government markets. By addressing budget constraints and market unfamiliarity, GovFunds implemented a comprehensive grant assistance and market education program, leading to unprecedented growth in sales and market penetration over a 4.5-year period.

## Key metrics

Through GovFunds' intervention, the Robotics Company witnessed a transformative growth in their sales figures. Within 4.5 years, sales in the state and local government markets grew by an astonishing 1500%. The average sales cycle was notably reduced, further streamlining the path to market success.



**1500%**

increase in state and local government markets.



**>50%**

Decrease in average sales closure time

# GOVFUNDS



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## CHALLENGES



The Robotics Company, despite its advanced unmanned robotic platforms, faced significant hurdles in state and local government sectors. With a sales cycle extending up to two years and clients struggling with budget limitations, their market growth stagnated. Additionally, the company lacked specific insights into the purchasing behaviors of these new sectors, differing vastly from their established military market.

## SOLUTIONS



GovFunds devised a multi-pronged strategy: educating the Robotics Company about state and local government purchasing patterns, compiling and assisting with applicable grants to ease financial burdens, providing direct support in grant applications, monitoring client interactions for efficient grant acquisition, and facilitating regular strategic review meetings with key company departments.

## BENEFITS



### Enhanced Market Understanding

1

Rapid adaptation to the unique requirements of state and local government markets.

### Accelerated Sales Cycle

2

Significant reduction in the time taken to close sales deals.

### Financial Facilitation

3

Assisted clients in securing grants, enabling budget-friendly purchases.