

STRATEGY · WORKSHEET

SaaS Growth Model Worksheet

For founders and early SaaS teams who need to identify which of the five growth levers is the real constraint on revenue right now.

How to use this: Fill in your current, honest situation for each lever below, then use the scoring section to identify your single highest-leverage priority for this quarter.

Lever 1: Acquisition

How people find out you exist and enter your funnel.

What are your current sources of qualified prospects, ranked by volume?

How many new qualified prospects entered your funnel in the last 30 days?

What happens the moment someone becomes aware of you? What's the very next step for them?

Lever 2: Conversion

The rate and speed at which prospects become paying customers.

Roughly what percentage of qualified prospects become paying customers?

How long does it typically take from first contact to first payment?

Where do most prospects stall or go quiet in that process?

Lever 3: Pricing

What you charge and how the price is structured against value delivered.

What do you currently charge, and how did you land on that number?

Is the pricing structure (seats, usage, tiers, flat fee) matched to how customers actually get value?

Have prospects pushed back on price, structure, or both, and what did they say specifically?

Lever 4: Retention

Whether customers stay long enough to justify the cost of acquiring them.

How many customers who started paying in the last 6 months are still paying today?

What's the most common reason a customer stops using or paying for the product?

Is there a point in the customer's first 30-60-90 days where drop-off is most common?

Lever 5: Expansion

Whether existing customers grow their spend over time.

Do any current customers pay more today than when they started? Why or why not?

Is there a natural upgrade path (more seats, more usage, higher tier) built into the product?

Has anyone on the team ever proactively asked an existing customer to expand?

Constraint Diagnosis

Score each lever honestly on a 1-5 scale (1 = broken/nonexistent, 5 = strong and proven) before deciding where to focus.

Lever	Score (1-5)	Evidence for this score	Is this the constraint?
Acquisition			
Conversion			
Pricing			
Retention			
Expansion			

This Quarter's Priority Lever

Name the one lever you scored lowest that also sits closest to where revenue is currently leaking, not the one you find most interesting.

The lever we are prioritising this quarter is:

The specific change we will make to it is:

We will know it worked if:
