

CASE STUDY

How to keep track of all business systems as a young start-up and prepare for professional management reporting

For Coachwhisperer – a young start-up from the B2C app industry that revolutionizes innovation-driven coaching for sports clubs and teams



ValueWorks has made it its mission to alleviate the process, by simplifying reporting and tracking various business aspects, thereby streamlining operations for business leaders.

ABSTRACT

Every entrepreneur starts with an innovative idea. For instance, a novel idea may arise in the coaching world of team sports, prompting the creation of a prototype. Subsequently, the founding of a company follows to secure funding, leading to a series of multifaceted processes such as product and software development, sales, marketing, hiring, accounting, among others. Nonetheless, the challenge arises as to how to effectively monitor and report progress across these areas and processes, while ensuring visibility and transparency to investors and partners. Various companies use business intelligence solutions to tackle this challenge.

3h

EFFORT

Time invested by Coachwhisperer to set up ValueWorks' Executive Management Suite

100%

TRANSPARENCY

By implementing a centralized data management system.



TIME SAVINGS

By providing a comprehensive analysis of business processes in one system.



SITUATION

Coachwhisperer is a young tech startup founded 2021 in Jena that revolutionizes the communication and monitoring world between coach and player.

Coachwhisperer's products include hardware components, such as the Hearable, which enables wireless communication and tracking of physical assets. The system is controlled centrally via a specially developed mobile application. In 2014, Philipp Zacher, a passionate athlete, conceived the idea for the company. He subsequently teamed up with Julien Pascal Then, CTO, to co-found the company in 2021.



CHALLENGES

To ensure business growth, it is imperative to professionalize all business functions. This requires guidance on selecting effective metrics, such as Net Revenue Retention, NPS, Customer Health Index, and Strategic Dev. Share, which can serve as indicators of success. However, the lack of transparency in the management team can impede swift problem recognition and decision-making. Therefore, implementing fast and scalable business systems based on best-practice methods is essential for a young start-up.

Additionally, guidance is desired for establishing a convincing investor reporting system that can streamline the process of keeping investors informed. The aim is to reduce the effort required to inform investors and enable them to receive prompt updates on the progress of Coachwhisperer's business.



VALUEWORKS APPROACH

Coachwhisperer partnered with ValueWorks, a business intelligence solution provider, to streamline their operations and overcome their challenges. ValueWorks' solution helped Coachwhisperer professionalize all functions, implement best-practice methods, and receive guidance on effective metrics and investor reporting. By implementing a centralized data management system, ValueWorks provided real-time reporting and increased transparency, enabling faster recognition of problems and decision making. ValueWorks also offered coaching and assistance to Coachwhisperer's management team on how to proficiently communicate the company's financial performance to investors. This resulted in a reduced workload for informing investors and enabled the company to concentrate on business growth and success in team sports coaching.

SOLUTION

To ensure continuous management reporting and effective decision-making, the following steps were taken:

1. Firstly, relevant company data and systems were connected to facilitate management reporting.
2. This was followed by a workshop to define important company-relevant KPIs and target dashboards.
3. The ValueWorks instance was then set up, and a joint project plan was defined.
4. The next step was to connect the systems of individual teams and departments, such as sales (e.g. Hubspot), accounting (e.g. DATEV), HR (e.g. Personio), project management (e.g. Asana), and marketing (e.g. Hubspot, Google Analytics).
5. To ensure the proper implementation of specific business systems like DATEV and CRM, workshops were conducted, and best-practice tips were shared. Additionally, meaningful focal points were defined to identify areas that could be automated, enabling the business to improve its efficiency and streamline its operations. Lastly, by linking Hubspot, DATEV, Asana, and other systems, continuous management reporting was ensured via the target dashboards. Additionally, reports were created specifically for investors and partners, enhancing transparency and facilitating informed decision-making.



ValueWorks is the intelligent operating system for executives. Our cloud-based and industry-specific software solution for intelligent corporate management supports all management tasks from planning to reporting to implementation using OKRs with one system and their information base from a single source. Our customers create added value through data-driven management on the basis of ValueWorks. It is the first solution for management or executives.

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BENEFITS

Right from the start, the source systems were set up in a structured manner, enabling reporting to investors and partners at any time. This not only enhanced transparency but also saved time by providing a comprehensive analysis of business processes in one system, from sales to product management. Moreover, investor reporting was always readily available, further reducing the effort required to keep investors informed. This also facilitated prompt decision-making, enabling the business to act on opportunities as they arose.

Lastly, best practices were shared to support the proper set-up and evaluation of relevant business systems, ensuring that the fledgling business was scalable and well-positioned for future growth.

“Valueworks enables us to combine and evaluate the data from the various systems in our company and thus improve decisions on a sustained basis.”



Julien Pascal Then

Co-Founder, Managing Director & CTO of Coachwhisperer GmbH

