Unlocking Revenue Growth for Fintech Startups

MOORE CONSULTING LLC

Sales Strategy Consulting
+
Revenue Intelligence Engine

Why We're Here

You accelerate innovation.

We help you turn innovation into scalable revenue.

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Who We Are & What We Solve

What We Do
Strategy for fintech founders and sales teams

How We Help
Align strategy, data, and enablement to drive growth

Our Edge
Real-world fintech and sales experience

Unreliable Forecasts
CRM activity ≠ true deal health or intent

Inconsistent Pipeline
No clear way to spot risk or momentum early

Unclear Messaging
Startups struggle to articulate value in buyer terms

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How We Drive Sales Performance

Forecast Confidence
Replace intuition with real-time, buyer-aligned signals

Pipeline Visibility
Spot risks and momentum shifts before deals stall

Frictionless Sales Operations
Cut cycle times and churn with a cleaner workflows

Customer Centric Messaging
Shift the narrative from features to value buyers care about

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Case Study: Driving Growth for W!se

W!se is a nonprofit advancing financial literacy and college & career readiness through education.

Challenges:
- Losing schools in their flagship program due to churn
- No structure to expand beyond testing or target the right leads

Solution:
- Pipeline audit to spot churn risks and conversion gaps
- Campaign & outreach strategy
- Lead scoring to prioritize top targets
- ICPs and buyer personas for targeting
- Stakeholder-specific messaging
- Outreach process optimization

Results:
- +20% retention
- +15% registrations
- Expanded to 5 new states

Re-engaged to support W!se College & Career Readiness programs

"You're helping us become more data-driven, which is something we've needed to prioritize across all our programs. We're already seeing the benefits."
— David Anderson, CEO of W!SE

Your Revenue Signals, Connected.

Stop Guessing. Start Seeing.

Moore Connect™ reveals what CRM reports miss:

- Hidden stall risks in active deals
- Cross-functional blockers that kill momentum
- Execution gaps no report can flag

Unifies siloed data from sales, product, marketing, and CS. Delivers timely, targeted insights that drive action.

Key Benefits:

- Pinpoints friction in the pipeline
- Flags forecast risks early
- Closes the loop between teams faster
- Installs in your stack — no IT overhaul
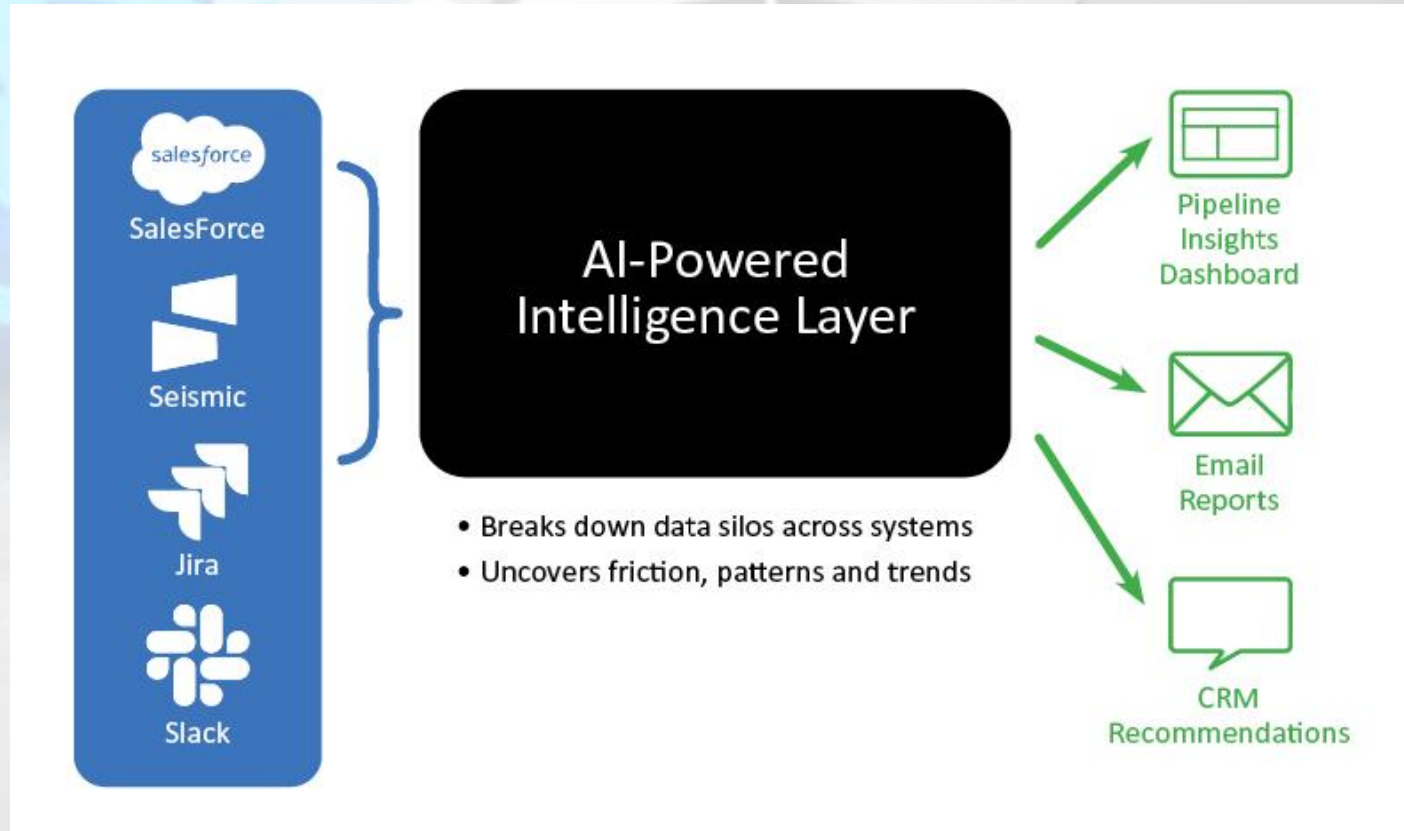
"60% of forecasted deals fail to close due to unseen execution risks."
— Salesforce, 2023

How Your Sales Team Can Accelerate Growth

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MOORE CONNECT

Sales Strategy for Early Traction

Revenue Intelligence for Scale

Go-to-Market (GTM) audits
Spot messaging or process gaps
→ *Engage via:* Rapid audit or ongoing advisory

Founder & team workshops
Build repeatable sales motions
→ *Engage via: 2-week sprint or cohort session*

ICP and persona refinement
Attract the right-fit clients
→ *Engage via: Messaging session package*

Silent stall detection
Uncover friction points dashboards miss
→ *Engage via:* Pilot program

Actionable intel, not more data
Push next steps directly into rep workflows
→ *Engage via: CRM integration + real-time alerts*

Portfolio-wide GTM signal clarity
See traction and risk signals before growth stalls
Engage via: Cohort analysis + dashboard access

All engagements are modular — start small, scale fast.
Additional support available on retainer or through workshops.

Founder-First. Results-Focused. Data-Backed.

**Trusted by Growth-Stage Teams
Selling into Financial Markets**

Founded by Danielle Moore Jarnot,
a fintech strategist and former buy-side trader with 20+ years in
financial services, institutional sales and go-to-market strategy.

Moore Consulting bridges the gap between innovation and institutional
adoption. We help founders scale smarter — from early GTM testing to
full revenue operations maturity.

◆ Refine messaging to resonate with institutional buyers

◆ Optimize sales workflows for scalable, repeatable growth

◆ Align strategy with execution to accelerate revenue

*"We've never had a system like this.
The way you broke down the
framework helped us prioritize and
move deals through faster."
— Mohammed Saiful Islam, CEO and
Founder, Invicta*

*"We came to Moore Consulting for
messaging help. What we got was a
full transformation."
— David Anderson, CEO, W!se*

**MOORE
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Let's Collaborate

Supporting your founders with data-backed sales strategy and insights that scale.

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