



Client Success Story

FinTech Company X AIMS Consulting Services

How AIMS designed, validated, and executed a GTM motion for a FinTech company offering high-value derivatives SaaS solutions—across India and global markets

| Company Overview

The FinTech company is a specialized SaaS platform offering Derivative Pricing & Valuation for corporates. Their solution helps finance and treasury teams, price FX forwards, swaps, options, and other derivative instruments accurately and in compliance with global regulations.

Despite the product's sophistication, the FinTech company needed a partner that could assist with GTM strategy to reach the right decision makers and scale its sales efforts.

AIMS Consulting Services is a **GTM consulting and implementation partner** that helps B2B businesses design, validate, and scale their go-to-market motions.

We work with enterprises to bring build predictable GTM systems.

| Phase 1: GTM Validation (India Market)

The engagement started with a month pilot with one objective:

→ **Validate a repeatable GTM motion in the Indian enterprise market.**

The FinTech company had already validated demand in India but had never built a structured outbound motion across:

- CFOs
- Treasury Heads
- Finance Heads
- CEOs & Promoters

The initial strategy focused on Indian enterprises across manufacturing, BFSI, chemical, pharma, and IT.

Within the pilot period, AIMS assisted in delivering:

**A reliable monthly
meeting funnel**

**Improved outreach across
LinkedIn, Calls, Email & WhatsApp**

**Quality conversations with
treasury and finance leadership**

The results validated the outbound process—and opened the door to scale.

| Phase 2: GTM Learning & ICP Refinement

As conversations grew, AIMS analyzed response behavior, industry fit, and treasury complexity.

Key discovery:

Mid-sized companies (201–500 employees) and export-driven manufacturing businesses showed the highest interest.

Manufacturing and mid-size companies demonstrated higher interest than other ICP segments → Export-focused companies needed frequent FX pricing tools.

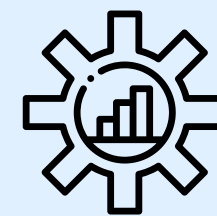
This learning helped refine:



**Prospecting
Accuracy**



**Messaging
Relevance**



**Industry
Prioritization**



**Research-driven
Outreach**

The pilot ended with strong traction — and the green signal to scale.

| Phase 3: GTM Execution at Scale

With the foundational ICP validated, AIMS scaled the GTM strategy to:

- Operationalising the validated GTM motion
- Strengthening persona-specific messaging
- Introducing trigger-based GTM outreach (FX volatility, regulatory timelines)
- Expanding GTM data coverage for treasury personas

To achieve this increased output, AIMS:

- Enhanced personalization in LinkedIn outreach
- Expanded keyword & filter logic on Sales Navigator
- Introduced targeted email sequences
- Strengthened trigger-based calling (market volatility, regulatory deadlines, FX fluctuations)
- Built deeper datasets of treasury and finance personas across priority sectors

The FinTech company now had a predictable outbound engine generating high-intent meetings with the right decision-makers.

| Phase 4: International GTM Design & Planning

Once India stabilized, the FinTech company wanted to expand internationally—specifically Europe, the UK, and the US.

AIMS conducted detailed research on:

- Regulatory triggers (MiFID II, EMIR, FCA guidelines, Dodd-Frank, GAAP)
- Market needs (hedge accounting, multi-currency support, real-time FX pricing)
- ICP segments across financial services, commodity trading, corporates, and fintech
- Competitive advantages vs. Bloomberg & other expensive valuation tools

The strategy included:

- Targeting investment banks, hedge funds, asset managers, and corporate treasuries
- Identifying commodity traders in oil & gas, metals, agriculture
- Expanding into fintech, neobanks, and digital banks
- Creating new messaging frameworks for EU/UK vs. US
- Proposing multi-channel outreach

This holistic plan enabled the FinTech company to understand exactly how to activate global demand at scale.

At AIMS Consulting Services

We design and execute GTM motions that help complex SaaS products enter, validate, and scale across markets.

Contact us

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