

# GROWTH MIXOLOGY

## NEW MONEY FROM WHAT YOU ALREADY HAVE

Sprint for discovering new product mixes, partnerships, and growth channels

Vladislav — Your B2B Active Sales Manager

### 1. PHILOSOPHY: GROWTH IS HIDDEN IN COMBINATIONS YOU HAVEN'T TRIED YET

Growth Mixology is a sprint in which we search for new product mixes, partnerships, and sales channels for your business based on real market patterns and OSINT. We take your current products and markets, add potential partner industries — and look at which combinations can generate additional revenue. The result is not a "trends" presentation, but a shortlist of specific mixes and partners: what can be launched, with whom, through which channels, and how it fits your strategy. For 1–2 priority scenarios — a pilot format and a first commercial offer.

What is a product mix:

A product mix is a new combination of your product with another industry, channel, or partner that creates additional value and revenue.

Examples:

- Packaging manufacturer × pharmaceuticals = GMP-compliant specialty packaging
- Equipment supplier × service company = outsourced technical maintenance
- B2B service × HR platform = embedded module for corporate clients

### 2. HOW IT WORKS

Stage	What We Do
Portfolio Audit (days 1–3)	Map your products: raw materials, semi-finished goods, finished products, services, IP
OSINT Market Analysis (days 4–10)	Identify which industries and niches show active demand for adjacent solutions
Mix Generation (days 11–15)	Table: our product × partner industry × new offer × channel
Partner Shortlist (days 16–20)	For each mix — specific company categories, examples, countries
Prioritization (days 21–25)	3–5 scenarios with potential and launch complexity assessment
Pilot Plan (days 26–28)	For top 1–2 scenarios — pilot format and draft outreach concept

### 3. WHAT YOU GET

Result	Details
Product Portfolio Map	Structured view: what you have, in what formats, for which markets
Mix Table	"Our product × partner industry × new offer × channel" — 15–30 combinations
Partner Shortlist	For key mixes: categories, company examples, countries, selection rationale
3–5 Priority Scenarios	Segment description, growth logic, potential and launch complexity assessment
Pilot Plan (top-2)	Pilot format: what to test, with whom, how to measure results
Outreach Concept	Draft first offer for the partner: what to propose, how to justify the value

Ready to discuss your challenge. Reach out and I will respond personally.

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#### 4. WHY THIS IS NEEDED — AND WHY NOW

Most companies work with the same products, the same clients, and the same channels for years. Growth slows — not because the product is poor, but because it's being sold to the wrong people, in the wrong way, in the wrong combinations. Growth Mixology is a structured way to find money that's already sitting next to your business but that you haven't seen yet.

- You've already invested in the product — now find new monetization paths without large investments
- Partnership channels often deliver 2–5x revenue growth without scaling the sales team
- New buyer industries = diversification: less dependence on a single market
- A pilot on a new mix launches in 4–8 weeks — fast validation without major risk
- OSINT shows where demand actually exists — not where it "seems", but where people are buying

#### 5. HOW GROWTH MIXOLOGY DIFFERS FROM A STRATEGY SESSION

Comparison of approaches:

Strategy Session	Growth Mixology
Beautiful trends presentation	Specific mixes with partners and channels
General "develop yourself" recommendations	Shortlist: exactly with whom, exactly what to offer
No market entry	Draft outreach concept — ready to launch immediately
Months of consulting	4-week sprint with a ready-made result
No OSINT validation	Every scenario validated against real market demand

#### 6. WHO GROWTH MIXOLOGY IS FOR

- Companies in saturated or stagnating markets — looking for new growth points without changing the product
- Manufacturers with a strong product but limited channels and client categories
- Development directors and owners — need "non-standard moves", not classical marketing
- Companies before entering new countries — need to understand which mixes work in the target market
- Post-scaling businesses — product works but organic growth has slowed

#### 7. PROBLEMS THE SPRINT SOLVES

- "We don't know where to grow next" — no opportunity map
- "We only sell through one channel" — no diversification, single-market dependency
- "Competitors are growing, we're stagnant" — unclear what combinations they're using
- "We have ideas but don't know where to start" — no prioritization and pilot plan
- "We want partners but don't know who to look for" — no shortlist and approach logic

Want to find new money from what you already have?  
Growth Mixology — 4-week sprint: mixes, partners, pilot plan.  
OSINT validation of every scenario against real market demand.  
Not trends in slides — a specific shortlist with an outreach concept.  
Don't need me — disconnect without risk.

Service description is based on real experience finding growth opportunities for B2B companies. Specific results depend on the current product portfolio, market, and readiness for partnership experiments.

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Want to build a system of active B2B sales?  
Bring me in — I'll launch sales in 4–6 weeks.  
Working in parallel with your team, recording everything in CRM.  
Don't need me — disconnect without risk.

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