

DBT: Do Big Things!

Overview

- DBT Ventures was founded in 2015—DBT stands for “Do Big Things”
- We specialize in supporting underrepresented founders* building amazing products
- 12+ years of B2B SaaS leadership experience—building teams, companies and processes
- We focus on offering leadership, customer success, and data science advisory services
- Our team is currently advising 6 high-growth companies with revenues of \$10 to 125M ARR

“Luke has been an incredible partner for Kahawa. As a woman of color, I experienced unique startup challenges. His partnership has extended beyond the check, he has opened the door to his network and allowed us to accelerate our growth. We are grateful to have Luke in our corner.”



Margaret Nyamumbo
Founder, Kahawa 1893

**In 2022, only 1.9% of venture capital went to female founders. Since ~20% of all founders are female, the data suggests females are underfunded by a factor of 10x. This is just one example of the rampant bias in the venture capital industry.*

Our last 3 investments (Kahawa, MicroGen, Stagger) have gone to female founders who are also people of color. Our 3 areas of competency to help accelerate your startup’s growth are:

1. **Leadership:** structuring, building and unifying teams
2. **Customer Success:** driving product adoption, reducing churn, increasing expansion
3. **Data Science:** using machine-learning to make better business decisions

DBT has advised or invested in over 15 companies, with founders and investors alike exiting profitably from 5 so far (33% hit rate as of Q1-2023).

We are proud to have worked with founders coming out of Y-Combinator, Alchemist Accelerator—among other programs—who have gone on to achieve \$100m+ in ARR with successful fundraising milestones along the way fueled by strong retention, conscious leadership, and a data-driven approach to scale.

Focus Areas

Customer Success		
I want to improve:	By getting better at:	Business outcome:
Org structure	Devising the right blueprint for my team	↑ collaboration, ↓ friction

Performance mgmt	Driving toward the right operational metrics	↑ renewal rate , ↑ NPS
Hiring top talent	Attracting and interviewing the best employees	↓ attrition, ↑ engagement
Customer loyalty	How we listen to our customers at scale	↑ NPS , ↓ churn
Churn	Devising proactive strategies and playbooks	↓ MRR/logo churn, ↑ ARR
Usage & adoption	Creating a customer lifecycle powered by automation	↑ usage, ↑ deployment

Data Science		
I want to improve:	By getting better at:	Business outcome:
Leveraging data	Understanding my data to help my team prioritize	↑ AE close rate , ↑ renewal rate

Leadership		
I want to improve:	By getting better at:	Business outcome:
Vision & Culture	Communicating where we're going and why	↑ growth, ↑ growth, ↑ CSAT
Accountability	Inspiring management to push the envelope	↓ MRR churn, ↑ expansion
Goal-setting	Quarterly planning , OKRs, and resource allocation	↑ growth , ↑ fundraising

Testimonials & Customer Feedback

“Thank you for being an amazing leader, mentor and friend. You are the best listener and always made me feel really valued. I am looking forward to partnering on advocacy projects.”



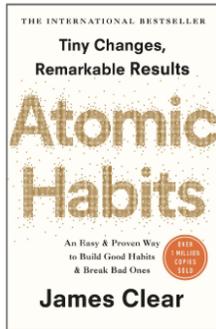
Shanann Monaghan
Head of Customer Marketing

“Awesome stuff, Luke. Looking forward to reading more of what you have to write about ROC curves X commission point.”



Tom Tunguz
Partner, Redpoint Ventures

**now Founder at Theory Ventures*



“Luke, it’s so great to hear from you, and thanks for sharing your own goal system!”



James Clear
NYT Best-Selling Author
JamesClear.com

“Thank you for all the advice, support, feedback and time. You have proven to be a very valuable advisor to us.”



Michael Sharf
CEO, BridgeAthletic

“Your input has been super helpful for giving us more insight into rigorous sales processes & how we can craft a great experience.”



Craig Dabney
Director of Product

“Luke, thank you for sharing. Great blog post and wonderful book summary. Really appreciate this.”



Pete Koomen
Co-Founder, Optimizely

“I always come away from our meetings energized and excited to improve. That's due not only to seeing what you've done, but also to your ability to distill key information and communicate it clearly. Thanks for continuing to spend time working with us. It's been extremely helpful.”



Nat Chambers
COO, BridgeAthletic