I analyzed the company's website and Сlutch, namely closed cases, customer reviews, expertise and main industries, etc, so we have:

**Industry**: The ideal clients for Cleveroad’s team augmentation services are primarily in the HealthTech and MedTech, Supply Chain and Logistics, and FinTech and BlockChain industries as we see from the website. However, the company is open to working with clients in other industries such as Retail, Education, and Social networks etc.

**Geography**: As far as I analyzed, the main customer of the company is the USA, the second place is Great Britain, and then various countries of Europe and even Asia - which, according to my experience, was not always successful. Although I think that with the right approach to the countries of Asia, you can conclude excellent contracts with them.

**Revenue**: The ideal clients for a company have annual revenues of at least $10 million, although they are open to working with smaller businesses with high growth potential.

**Number of employees**: The ideal clients for a company have at least 50 employees, although they are open to working with smaller companies with ambitious goals.

**Key metrics**: The ideal clients for this company prioritize quality and efficiency in their development projects, and are willing to invest in long-term partnerships. They have a track record of successful project completion and measure success through customer satisfaction and ROI.

**Ideal contacts**: The ideal contacts for this company are decision-makers who are responsible for mobile and web development, cross-platform development, and technology innovation within their organizations. They are proactive, collaborative, and open to working with external partners to achieve their business goals. They value transparency, clear communication, and quality work delivered on time and on budget. They are seeking a reliable, skilled team augmentation partner who can help them achieve their development goals while maintaining the high standards their customers expect.

Based on the given information, one example of an ICP for a company could be a mid-sized HealthTech company based in the United States with annual revenues of $50 million, at least 50 employees, and a successful track record of developing and launching innovative medical devices. They value quality, efficiency, and long-term partnerships, and are seeking a skilled development team to help them develop and launch their next-generation products. The ideal contacts would be the company's Chief Technology Officer or Vice President of Engineering.

But, also of course we can connect with Founder/Co-founder, CEO, COO, Founding Partner, Chief Product Officer, Owner/Co-Owner, Head/Director/VP of Technology, Head/Director/VP of IT etc.

 **Let’s build a list of contacts based on the ICP I’ve created.**For research I used Sales Navigator, Crunchbase, Glassdoor, Clutch etc.
*My usually strategy:*
1. Analysis and creating of IСP with which I will work

2. Choosing resources for searching the base of contacts - this can be a Sales Navigator, but lately I have been using company directories - such as Clutch or Crunchbase for example.

With the help of these databases, I find a list of companies that fit my ICP.

3. Next, I go to the Sales Navigator, look for the company I choose, analyze the decision makers in this company - the number of contacts on the account (500+ will be perfect, but at least 100+ with good activity), the activity of this account, etc., in order to be sure that this lead uses LinkedIn and will see my contact text.
4. If everything is fine - I send him a contact text. After accepting the contact, I send a followup, if the message is ignored, after 2 weeks I send another followup (in case with only Linkedin using, without email)

I can also search on Angelist, monitor conferences that are suitable for ICP - in my case, these are Medtech and HealthTech conferences.

When I work with conferences, I work out a list of companies that took part in the conference, analyze whether they are suitable for us, and work with them with other texts, using the past conference as a clue. According to this strategy, I had a large increase in accepted connections, interested and qualified leads on previous projects with which I worked.

I consider working with startups that have recently received investments as one of the effective ways. This filter can be set up on the Сrunchbase. Let’s find some startups based on our ICP.

| **Company name** | **Company size** | **Location** | **What they do:**  | **Lead position** | **Lead Link** |
| --- | --- | --- | --- | --- | --- |
| Fathom | 11-50 | San Francisco, California | AI-powered medical coding automation | Co-Founder and CEO | <https://www.linkedin.com/in/andrewlockhart/> |
| [Abridge](http://abridge.com/?utm_source=topstartups.io) | 11-50 | Pittsburgh, Pennsylvania | Build audio-based system to record and summarize medical conversations  | Co-Founder/CTO | <https://www.linkedin.com/in/sandeepkonam/> |
| [Mirvie](https://www.mirvie.com/?utm_source=topstartups.io) | 11-50 | San Francisco, California | Creates precise, actionable, and non-invasive tests for maternal-fetal health  | Founder and CEO | <https://www.linkedin.com/in/markdepristo/> |
| [Turquoise Health](http://turquoise.health/?utm_source=topstartups.io) | 11-50 | San Diego, California | Compare prices before you get health care.  | Co-Founder & CEO | <https://www.linkedin.com/in/csevern/> |
| [Turquoise Health](http://turquoise.health/?utm_source=topstartups.io) | 11-50 | San Diego, California | Compare prices before you get health care.  | Co-Founder & CTO | <https://www.linkedin.com/in/ageitgey/> |
| [Valar Labs](https://www.valarlabs.com/?utm_source=topstartups.io) | 1-10  | San Francisco, California | Using AI to make oncologists smarter  | Co-Founder & COO | <https://www.linkedin.com/in/dvrabac/> |
| [Therify](https://therify.co/?utm_source=topstartups.io) | 1-10  | Brooklyn, New York | Inclusive mental healthcare for companies  | Co-Founder and CEO | <https://www.linkedin.com/in/jamesedwmurray/> |
| [Therify](https://therify.co/?utm_source=topstartups.io) | 1-10  | Brooklyn, New York | Inclusive mental healthcare for companies  | Chief Technology Officer | <https://www.linkedin.com/in/warren-sadler-24638466/> |
| [Zeit Medical](http://www.zeitmedical.com/?utm_source=topstartups.io) | 1-10  | San Francisco, California | Building devices and software to provide brain health monitoring for neurology injury patients  | CEO | <https://www.linkedin.com/in/orestisvardoulis/> |
| [Zeit Medical](http://www.zeitmedical.com/?utm_source=topstartups.io) | 1-10  | San Francisco, California | Building devices and software to provide brain health monitoring for neurology injury patients  | Co-founder & CMO  | <https://www.linkedin.com/in/ursnaber/> |

So, we have a list of 10 people who are suitable for ICP, who basically have 500+ contacts and recent activity (likes, posts) on the profile - which raises the percentage of acceptance of the connection and a possible response.

For this research I use <https://topstartups.io/> and Sales Navigator.

Let's try to run a campaign for our ICP using a bunch of Snov.io and Linkedin.
**1 touch, email, Snov-io**
Title: Expert development team for your next-gen medical decisions

Text:

Hi [Name],

Our company Cleveroad noticed that your company [Company name] has a great track record of developing and launching innovative medical decisions in the HealthTech industry. As a mid-sized company with a focus on quality and efficiency, we think you would benefit from our skilled development team for your next-generation products.

Our team of experienced developers specializes in mobile and web development, cross-platform development, and has worked on various projects in the HealthTech and MedTech industries. We provide team augmentation (outstaffing) services, which means you can expand your team with experienced developers quickly and easily, without having to worry about recruiting and hiring.

If you're interested in learning more, let's schedule a call to discuss your needs and see how we can help you achieve your goals.

Best regards,

[My Name]

 **2 touch, Linkedin, 1st connect, after 1 day without answer on email**Hi [Name],

I represent a company Сleveroad - an ambitious Mobile and Web development company providing services for different segments, including HealthTech and MedTech.

Recently I contacted you by mail, but did not receive a response. In this case, I propose to continue our conversation here.

Best regards,

[My Name]

**3 touch, follow-up email, Snov-io, after 3 days without answer on email**

Title: Reaching out again about team augmentation for medical decisions

Text:

Hi [Name],

I hope this message finds you well. I wanted to follow up on my previous message to see if you had any questions or concerns about our team augmentation services for medical device development.

As I said, we've worked with a variety of clients in the HealthTech industry, and our experience and expertise could be a valuable asset to your team. If you're interested, I invite you to view our pitch deck with closed cases in your industry.

How does this week look on your calendar?

Looking forward to hearing from you.

Best regards,

[My Name]

**4 touch, Linkedin, follow-up after connection accepting**Hello, [name]! Thank you for accepting my invitation.

I represent Сleveroad - an experienced and skilled IT company that focuses on Web and Mobile Development. We have extensive experience in multiple industries with projects of different complexity. We've been working on the USA, Canada, Asia, and EU markets.

We have been working with HealthTech and Medtech companies for the past 4 years and have created solutions for the healthcare technology market, telemedicine management system, mobile and web application to sleep and wellness control for Mental Health Care company .

You might have a lot on your plate right now, but we might help with your next project. Let's set up a quick call, so I can tell you more about how we can be useful for your company.

Looking forward to hearing from you.

**5 touch, follow-up email, Snov-io, after 1-2 weeks without answer on email**

Hi [Name],

I wanted to touch base one final time regarding our team augmentation services for medical decision development.

We understand that you have a busy schedule, but we believe that our team could make a significant difference in your product development timeline and quality.

If you're interested in learning more, please let us know, and we'll be happy to schedule a call at your convenience.

Thank you for considering us as a potential partner.

Best regards,

[My Name]

Also for work with conferences and web-summits we also can use some texts like (only Linkedin):

**First touch**
Hello, {firstName}!

Our company Cleveroad (Web/Mobile Development) participated in the web summit Lisbon 2022 just like yours company.

I will be glad to become a member of your network and exchange experience and achievements in the future!

Best Regards, [My Name]

**Second touch**

Hello, [Name]! Thank you for accepting my invitation.

Did your company get a useful experience at the web summit Lisbon 2022? I believe that it is important to hold such events - technology is now in the first place for all companies. Also, such events help to find new partners!

Our company is a skilled IT company that focuses on Web and Mobile Development. We have extensive experience in multiple industries with projects of different complexity. We’ve been working on the Asia, USA, Canada and EU market.

We could provide one or more Developers to your team, that will be temporarily part of your company, for creating and developing interesting projects based on your needs and goals.

You might have a lot on your plate right now, but we might help with your next project. Let’s set up a quick call, so I can tell you more about how we can be useful for your company.

 Looking forward to hearing from you. [My name].