

LayerFive Makes Marketing Better For Everyone— Businesses and their Customers

**The Idea:**

Transform enterprise data compliance from a cost center to a profit center

The Entrepreneur:

Sushil Goel, Founder and CEO

The Founding:

Fremont, California, 2019

“The Batchery helped me develop every aspect of my business. The advisors worked with me to fix my product, my story, my go-to-market plan—all of it. Their hands-on help and connections found us our first customer. And our first investors. I couldn't have asked for more from the Batchery, and I can't recommend them enough.”

Sushil Goel

Founder and CEO, LayerFive

The Story

LayerFive was founded by Sushil Goel with the idea that enterprises are wasting too much money on marketing to the wrong people. Sushil's goal is to help organizations reduce the cost of complying with the multitude of data privacy regulations and maximize the value of their consumer data by incorporating it into their marketing.

Sushil and his team understand that consumer data is increasingly scattered across the enterprise, both on premise and in the cloud. Due to both the growth in data complexity and the need to protect online consumer identities, companies are struggling to meet compliance. Increasingly, they are at risk of either non-compliance or blowing out their budgets to satisfy regulations such as GDPR and CCPA.

Sushil believes he has an answer. His approach is to simplify the workflow by collecting all of an organization's consumer data into one place and then allowing the consumer to access his or her data at any time through a secure online portal. The consumer could then use the portal to update their personal data, opt in and out of marketing preferences and even request a deletion of data. For the enterprise, this self-service solution significantly reduces the cost, while increasing customer satisfaction, and ultimately allowing for more relevant marketing activities.

Sushil himself has experienced the challenges of data compliance and is more than familiar with optimizing marketing. He is an industry veteran with more than 20 years of experience in software development and professional services and has held leadership positions at numerous SaaS companies—ranging from start-ups to large enterprises. For the last ten years, he has been focused on optimizing MarTech, consumer data, and consumer identity management.

Why The Batchery

LayerFive joined the Batchery as an early-stage startup. Sushil wanted to expose LayerFive beyond his own personal network, expanding to a wider and more diverse group of potential advisors and investors. A colleague recommended that he check out the Batchery and explore what they have to offer. Sushil made a few calls and talked to some investors associated with the Batchery. At the time, he also vetted a number of other incubators, but he was quickly convinced that the Batchery was the answer. According to Sushil, "it was actually a no brainer."

The Batchery immediately helped LayerFive rethink their product offering and better tell their story. "My pitch was all over the place," admitted Sushil. "The Batchery's expertise and structured program helped me better define the customer challenge and clearly explain how we addressed the business problem."

Benefits of the Batchery

- Refined and better targeted their product idea
- Brought focus and relevance to their investor pitch
- Expanded their investor network
- Exposed the company to a diverse range of advisors

LayerFive Results

With the Batchery on board, Sushil not only refined his product, pitch, and mindset, but soon landed his first big customer. The customer started as a pilot deployment to show the potential of LayerFive technology but then grew into a paid customer, starting LayerFive on its journey to generating revenue. With the Batchery's assistance, LayerFive is currently in a critical seed round raising funds to truly get the product to the next level and enhance its sales and marketing functions.

Sushil has also been taking advantage of the Batchery network to build out his team. "The Batchery is helping me plug the gaps in expertise and experience," stated Sushil. "It's a challenge to build a team and to find folks who are willing to invest time and money in your dream, but the Batchery has aided tremendously." Not only did LayerFive get its first investment through the Batchery, but Andy Rutherford, a Batchery Investor Advisor, has joined the LayerFive board and is directly assisting the company with its critical sales and marketing efforts.

"I was initially impressed by the potential of their business idea. As a sales and marketing person myself, I could easily see the tremendous value of the LayerFive offering. As I got to know Sushil and his team though, I became increasingly enthusiastic about the people. They are smart, experienced, and willing to learn what it takes to grow a start-up business."

Andy Rutherford
Batchery Investor Advisor