

CORVETH // CASE STUDY

# Holdex.io

OUTBOUND ENGINE · 90-DAY INSTALL

From **founder-does-everything** to a documented outbound engine in 90 days.

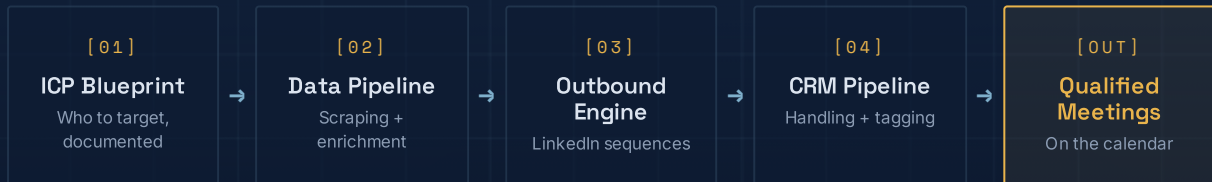
CLIENT: HOLDEX.IO

ENGAGEMENT: 90 DAYS

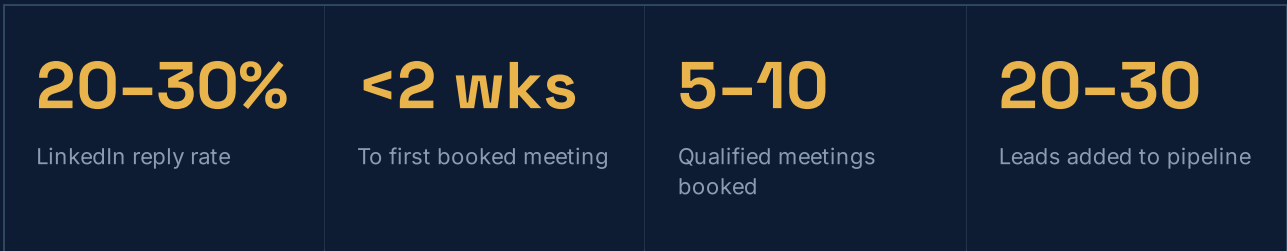
SEGMENT: TECHNICAL B2B SERVICES

FIG.01 - THE OUTBOUND ENGINE

INPUT → PIPELINE → OUTPUT



01 — RESULTS AT A GLANCE



THE STARTING POINT

## Selling great work, **by hand.**

Like a lot of technical service firms, Holdex had grown on the strength of its work and its network. Sales ran entirely through the founder — every bit of prospecting, outreach, and follow-up done by hand, with no repeatable process behind it.

That model is profitable right up until it isn't. Founder-led, manual outreach competes directly with billable work, so it stalls the moment things get busy. And with no second engine behind referrals, there was no reliable way to keep new conversations flowing or to hand the work to anyone else.

The goal of the engagement was simple: replace ad-hoc, founder-driven selling with a documented outbound system that books qualified meetings on its own — and that Holdex would fully own at the end.

02 — WHAT GOT INSTALLED

# Not a strategy doc. A working **machine** in their stack.

Rather than handing over a slide deck, Corveth built and installed six connected components directly inside the tools Holdex already used — their CRM and their GitHub.

**MODULE 01**

## ICP & Targeting Blueprint

A sharp, written definition of exactly who to go after — so every campaign points at the right people.

**MODULE 02**

## Contact Data Pipeline

Automated contact scraping and waterfall enrichment that keeps the top of funnel full of clean, accurate data.

**MODULE 03**

## LinkedIn Outbound Engine

Tested sequences and message templates written to the ICP — the engine behind the 20–30% reply rate.

**MODULE 04**

## Signal-Finding System

A repeatable way to spot buying signals and reach the right accounts at the right moment, not at random.

**MODULE 05**

## CRM Pipeline Build

Real pipeline stages, lead handling, and tagging set up in the CRM — so conversion is finally visible.

**MODULE 06**

## SOP Library

Every procedure above, documented in markdown and committed to Holdex's own GitHub repo.

## 03 — THE 90-DAY INSTALL

# Meetings in weeks. A system they **keep**.

**DAYS 1-7****Targeting & data**

Locked the ICP, built the enrichment pipeline, and loaded clean, qualified contacts. Foundations laid in week one.

**DAYS 8-14****Engine live → first meetings**

Sequences went out, the CRM pipeline was wired up, and the first qualified meetings landed — inside two weeks.

**DAYS 15-60****Optimize & scale**

Read the data, tuned messaging and targeting, and pushed reply and meeting rates up as volume climbed.

**DAYS 61-90****Document & hand off**

Every procedure written into SOPs and committed to GitHub. Finished with a fully running engine Holdex owns outright.

# From scattered effort to a **running engine.**

Inside the 90-day window, manual founder-led selling became a documented, self-running outbound system. The first qualified meeting landed in under two weeks, and the LinkedIn engine settled into a 20–30% reply rate.

- > A **20–30% reply rate** on LinkedIn outreach — multiples of typical cold-outbound benchmarks.
- > **First booked meeting in under two weeks** from kickoff.
- > **5–10 qualified meetings** booked across the engagement.
- > **20–30 net-new qualified leads** added to the pipeline.

From founder-does-everything to a full outbound engine — ICP, data pipeline, CRM, and every SOP committed to their repo — **running in 90 days.**

## WHY THIS IS DIFFERENT — THEY GOT THE SOURCE CODE

Most consultants leave a slide deck or a PDF. Corveth left a system. Every procedure was written in markdown and committed to Holdex's own GitHub repository.

holdex / gtm-system — main		
a1c4f9	Add ICP definition & targeting criteria	icp.md
7b2e10	Outbound sequence + messaging templates	outbound-sequences.md
d8f3aa	Signal-finding playbook	signal-finding.md
3e9c01	CRM lead handling & tagging rules	crm-handling.md
c5a7bd	Data scraping & waterfall enrichment flow	data-pipeline.md

## Want an engine like this on your calendar?

A 20-minute fit call to map your ICP and confirm whether a 90-day build is worth it for your firm.

[Book a fit call →](#)

// no pitch deck. just a look at whether the system fits your business.