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Zinnov — GCC Advisory Reach-out GTM

A reach-out GTM for Zinnov to win GCC-advisory engagements among \$10–250M firms and PE-backed scale-ups — the emerging-enterprise segment now setting up or optimizing Global Capability Centers.

Firm Zinnov

Motion GCC advisory reach-out

Segment \$10–250M + PE portfolio

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The thesis

The GCC wave has moved down-market. The Fortune-2000 land-grab is mature; the next decade of growth is \$10–250M firms and PE portfolio companies standing up their first center — and they need exactly what Zinnov sells: independent benchmarks and an operating-model blueprint, not a build-operate vendor.

Zinnov's asset is **authority and independence** — 23 years of GCC/ER&D research, the Zinnov Zones ratings, and advisory that stops at the blueprint (it doesn't set up, hire for, or run the center). For a first-time mid-market GCC sponsor that's the perfect fit: they need to know *whether, where, and how* before they commit capital, and they want an advisor with no incentive to inflate the build.

So the reach-out is not a rate-card pitch. It's a **decision-grade, benchmarked point of view** delivered to a specific sponsor at a specific trigger, landing on a small paid diagnostic and expanding into setup design, transformation and platform membership.

Why the mid-market, why now

GCC economics reached the mid-market. Talent, infrastructure and playbooks that once needed Fortune-2000 scale are now viable at \$10–250M — a first center of 30–150 people is a credible, funded decision.

PE is the accelerant. Sponsors push portfolio companies to build capability centers for margin and scale; a single PE relationship can open a dozen portfolio conversations at once.

First-timers are advice-hungry and advisor-loyal. They have no in-house GCC muscle, high perceived risk, and a board asking hard questions — the exact conditions where an independent, benchmarked advisor wins and stays.

Ideal client profile

PRIORITY 1 PE portfolio companies (\$10–250M) building a first center — sponsor-driven, repeatable

- **Who:** PE/VC-backed scale-ups told to stand up an engineering/ops capability center for margin & scale.
- **Trigger:** A new sponsor mandate, a value-creation plan, or a cost/margin target that a GCC unlocks.
- **Why Zinnov:** Independent feasibility + benchmark the board will trust; blueprint without a build-vendor's bias.

PRIORITY 1 Emerging enterprises (\$50–250M) scaling or optimizing a center — highest deal value

- **Who:** Mid-market product/ER&D/services firms with a young or sub-scale center.
- **Trigger:** Scaling pains, attrition, cost creep, a charter-expansion decision, or an M&A integration.
- **Why Zinnov:** Zinnov Zones benchmarking + transformation roadmap to move the center up the maturity curve.

SECONDARY PE funds & advisors (channel, not end-client) — one relationship, many deals

- **Who:** PE operating partners, diligence teams, and boutique advisors.
- **Play:** Become the named GCC-diligence & value-creation partner — every portfolio company is a referral.

The buying center

Mid-market decisions are top-down and board-watched. Win the economic sponsor and the board-facing champion; de-risk for the operator.

Role	Who	How to win
Economic Buyer	CEO / COO / CFO — owns the capital decision and the board narrative.	Frame the GCC as a benchmarked, de-risked value-creation move with a clear ROI and a credible plan.
Champion	Head of Strategy / Transformation, or the future GCC lead.	Give them a board-ready deck and independent benchmarks that make them look decisive.
Technical Evaluator	Engineering / Ops functional heads.	Prove the operating-model and talent plan is realistic for their stack and roadmap.
PE Sponsor	Operating partner / deal team (for PE-backed).	Show portfolio-level repeatability and value-creation math; become the default GCC advisor.
Procurement / Board	Finance / audit / the board itself.	Independence is the pitch — no build-vendor conflict, defensible benchmarks.
Gatekeeper	Chief of Staff / EA to the sponsor.	Earn the meeting with a specific, benchmarked reason to talk now.

The advisory offer ladder

Land on a small, decision-grade diagnostic; expand into design, transformation and ongoing membership. Advisory only — Zinnov advises and benchmarks; the client (or a build partner) executes.

Offer	Promise	Price · time
GCC Feasibility & Benchmark	Should you? where? at what cost & risk? — a board-ready diagnostic	\$25k–\$60k · 3–5 weeks
Zinnov Zones Benchmark	Independent rating of the center / location / talent vs peers	\$20k–\$50k
GCC Setup Blueprint	Operating model, org design, location & talent plan, roadmap (advisory)	\$75k–\$200k · 6–10 weeks
Center Transformation	Maturity uplift & value-creation program for an existing center	\$150k–\$400k+
GCC Platform membership	Ongoing benchmarks, insights, roundtables & networking	annual subscription

Positioning & messaging

Category: "The independent GCC advisor — benchmarks and blueprint, not build-operate." Zinnov's neutrality is the product.

Against build-operate / BOT vendors (ANSR et al.): "They're paid to build a center — we're paid to tell you the truth about whether and how. Bring us in before you pick a builder."

Against the Big-4 / SIs: "GCC and ER&D benchmarking is our 23-year specialty, not a practice line — the Zinnov Zones data is ours."

Against DIY / do-nothing: "A first center built on guesswork is the expensive mistake; a \$40k benchmark is the cheap insurance the board will thank you for."

Proof spine: Zinnov Zones ratings, two decades of GCC benchmarks, a client roster of enterprises + PE, and independence by design.

Channels & motion

Research-led authority. Zinnov Zones reports, GCC benchmarks and PoVs are the top-of-funnel — gate a mid-market GCC benchmark and let sponsors self-identify.

Convene the segment. Curated roundtables and networking events (the GCC Platform motion) bring first-time sponsors together — Zinnov hosts, peers compare, pipeline forms.

PE as a force multiplier. Land one operating-partner relationship; every portfolio company setting up a center becomes a warm, sponsor-endorsed conversation.

Land-and-expand. Every feasibility diagnostic is the wedge into blueprint → transformation → membership. Advisory relationships renew if the benchmarks keep paying off.

Funnel math & KPIs

Coverage: the economic sponsor + a board-facing champion mapped on every active account before a proposal.

Activity: 10–15 mid-market/PE targets in active outreach; one PE-channel relationship in development.

Conversion (year one): 40–60 qualified mid-market targets → 12–18 diagnostics → 5–8 blueprints → 2–3 transformations → 1–2 platform memberships + 1 PE portfolio relationship.

Leading: benchmark downloads, diagnostics sold, roundtable attendance, PE intros. **Lagging:** blueprint conversion, transformation revenue, membership ARR, portfolio penetration.

The plans — 30, 90, 180 days and 1 year

30 days Aim at the mid-market & PE

Goal. Retarget the reach-out from Fortune-2000 to the \$10–250M / PE segment and open the first sponsors.

- **Segment & list.** Build the mid-market + PE-portfolio target list; tier by trigger (first center / scaling / M&A).
- **Wedge asset.** Ship a gated "Mid-market GCC feasibility benchmark" — the top-of-funnel magnet.
- **Offer packaging.** Publish the Feasibility & Benchmark diagnostic with a fixed scope and price band.
- **First touches.** Open 5–6 sponsors (CEO/CFO/COO) on a specific trigger; personalize with a benchmark stat.
- **PE channel.** Line up one PE operating-partner conversation about a portfolio-wide GCC-diagnostic program.

Exit. Mid-market list tiered, benchmark asset live, diagnostic packaged, 5–6 sponsors in cadence, 1 PE conversation open.

90 days First diagnostics + the PE beachhead

Goal. Convert sponsors into paid feasibility diagnostics and land the first PE-portfolio program.

- **Sell diagnostics.** Close 3–4 GCC Feasibility & Benchmark diagnostics with mid-market sponsors.
- **Board-ready output.** Deliver each as a board-grade PoV — independent, benchmarked, decision-ready.
- **PE program.** Convert the PE relationship into a diagnostic across 2–3 portfolio companies.
- **Convene.** Run a first-time-GCC-sponsor roundtable; convert 2–3 attendees to diagnostics.
- **Proof.** Capture 2 anonymized case snapshots ("benchmarked a \$X firm's first center").

Exit. 3–4 diagnostics delivered, 1 PE portfolio program live, roundtable run, 2 case snapshots.

180 days Expand to blueprint & transformation

Goal. Turn diagnostics into blueprints and open the first transformation and membership.

- **Expand.** Convert 2–3 diagnostics into GCC Setup Blueprints; open 1 Center Transformation.
- **Membership.** Enroll 1–2 clients into GCC Platform membership for recurring benchmarks.
- **PE flywheel.** Use the first portfolio wins to open the sponsor's broader portfolio + a second PE fund.
- **Authority.** Publish a mid-market GCC benchmark report; run the roundtable series.
- **Pipeline hygiene.** Sponsor + champion mapped on every active account; disqualify stalled ones.

Exit. 2–3 blueprints in motion, 1 transformation, 1–2 memberships, a published benchmark, a second PE fund engaged.

1 year The default independent GCC advisor for the mid-market

Goal. Establish Zinnov as the go-to independent GCC advisor for \$10–250M firms and PE portfolios, with recurring membership revenue.

- **Segment leadership.** Recognized mid-market GCC authority; the benchmark report is the segment reference.
- **Recurring revenue.** A book of GCC Platform memberships + transformation retainers as base load.
- **PE penetration.** 2–3 PE relationships, each feeding portfolio diagnostics; a repeatable portfolio motion.
- **Delivery leverage.** Productized diagnostic & blueprint playbooks so consultants scale without partner time.
- **Adjacency.** Extend from GCC into the same clients' broader go-to-market / value-creation advisory.

40–60

Qualified mid-market
targets

12–18

Diagnostics sold

5–8

Blueprints

2–3

Transformations

3–5

Platform memberships

2–3

PE relationships

Exit. Mid-market GCC authority, recurring membership/transformation revenue, 2–3 PE relationships, a scalable diagnostic engine.

Directional GTM research aid built on public information about Zinnov (a global GCC / ER&D advisory & benchmarking firm — Zinnov Zones — that advises but does not set up, hire for, or operate GCCs). Segment focus, offers and numbers are illustrative recommendations, not Zinnov commitments — validate against Zinnov's actual practice and pricing before acting. Target-account profiles are ICP archetypes, not named firms. Not affiliated with or endorsed by Zinnov.