

HOW ELEVEN SYSTEMS LEVERAGED VALUE-LED GROWTH FOR A NEW CATEGORY OF FAMILY OFFICE TECH



Industry: Family Office Technology / Wealth Management / UHNW Services



Business Model: SaaS platform enabling Family Offices and Financial Advisors to deliver holistic, financial, property and family services



www.elevensystems.com



EXECUTIVE SUMMARY

Eleven Systems launched with a powerful platform designed to simplify the complexity faced by ultra-high-net-worth families, family offices, and financial advisors. While early conversations demonstrated strong product interest, the company faced a familiar early-stage challenge.

Sales conversations focused heavily on features and platform capabilities, but were not consistently anchored to buyer pains, business impacts, or outcomes. As a result, engagement stalled, pilots were harder to secure, and initial customer acquisition progressed more slowly than needed.

Eleven partnered with Genius Drive to establish a clear, compelling value story that connected directly to buyer challenges and outcomes. This work became the foundation for Eleven's go-to-market strategy, enabling stronger engagement, increased pilot activity, and early momentum toward revenue and funding success.



AUSTIN LOWREY,
CEO, ELEVEN SYSTEMS

Genius Drive became a vital part of our GTM team, accelerating our value positioning and directly infusing the right communication and quantification into our website, presentations, value white papers, blog articles, and more.

CHALLENGE

As a new company entering a complex and relationship-driven market, Eleven faced several challenges:



Eleven needed a clear value foundation to support marketing, sales, and executive conversations from day one.



AUSTIN LOWREY,
CEO, ELEVEN SYSTEMS

With the new value story, we were able to get the meetings we needed, inspire buyer action, and drive pilot and sales success.

SOLUTION

Genius Drive worked closely with Eleven as a strategic value partner to create the foundation for value-led growth.

The engagement focused on:

- Understanding target buyers, including family offices and financial advisory firms, and documenting their most pressing pains and operational challenges.
- Translating those pains into clear business impacts and compelling outcomes tied to efficiency, visibility, confidence, and scalability.
- Developing a differentiated value story to serve as the backbone of Eleven's marketing and sales efforts.

This value foundation was then embedded into:

- A new, value-driven website
- Executive-level presentations
- Thought leadership and value white papers
- Bi-weekly insight blog articles designed to educate and engage the market

Together, these assets gave Eleven a consistent, outcome-focused message across all customer touchpoints.

Events, Podcasts, and Insights

[Learn More](#)



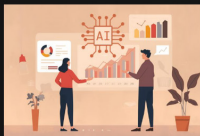
From Complexity to Clarity: How to Simplify Ownership, Allocations, and Entity Hierarchies Reporting

For high-net-worth families and their family offices, wealth is rarely straightforward. Unlike standard portfolios composed of stocks and bonds, your financial architecture likely includes multiple entities, dozens of partnerships, hierarchical...



Do You Have a Complete Picture of Your Total Net Worth?

For high-net-worth individuals and families, the concept of "net worth" seems straightforward at first glance - add up your assets, subtract your liabilities, and there's your number. But in reality...



How AI Unlocks Efficiency and Visibility for Family Offices

Family offices face more complexity than ever: dozens of properties, layered investments, complex state plans, intricate tax rules, and the day-to-day logistics of running a household that spans the globe...

RESULTS AND BENEFITS

With a clear value story and supporting content in place, Eleven quickly gained traction:



Attracted and engaged a **record number of family office and financial advisor prospects**



Secured the pilot opportunities needed to validate the platform in real-world environments



Built momentum toward initial customer deals and early revenue



Strengthened positioning to support broader business growth and funding objectives

Most importantly, Eleven established a strong go-to-market foundation built on buyer outcomes, not just product capabilities.

