



# From India to the World: Disrupting Billion-Dollar Duopolies with Ingenuity and Efficiency

Capital Efficient GTM Case Study

# Alpha Creators

LambdaTest Founding team



## Asad Khan

CO- Founder & CEO

Serial entrepreneur in the software testing space, Founded 360Logica (Multi-Million dollar exit through acquisition by Saksoft)



## Jay Singh

CO-Founder | Head - Sales & Marketing

2X entrepreneur with 18+ years of technology sales, Startups, Growth, Strategy, Leadership, Customer Success.



## Mayank Bhola

CO-Founder | Head of Product

Mayank leads engineering & product development. with a tech journey spanning Zomato, PressPlay TV, and Juggernaut Books

# Background

LambdaTest



The only AI-powered, Cloud Native  
Intelligent Test Execution and  
Orchestration Platform

Recognized as a Leader



With over **1 million** users globally, LambdaTest has scaled rapidly since its inception in 2017.

This case study explores how LambdaTest achieved sustainable growth while maintaining financial discipline, offering a blueprint for startups seeking capital efficient GTM

# Building from 0 to 1

## Key GTM Challenges



### **Solving U.S. GTM from India**

Remote selling to US demanded a deep understanding of geography, customer behavior and sales & marketing strategies relevant for US. Time-zone challenges required a unique operational model.



### **Competing Against Large Players**

The cross-browser testing market was characterized by a strong duopoly, with BrowserStack and Sauce Labs commanding dominant positions. Competing as a late mover was challenging.



### **Limited Resources**

The company operated with minimal funding, starting with a \$400K angel investment, followed by a \$1M investment from **Leo Capital**. Its resource-intensive business model required substantial investment in infrastructure, resulting in limited budget for sales and marketing efforts.



# 3 Strategic priorities that solved the GTM puzzle

LambdaTest became a DISRUPTOR in Cross-Browser Testing with flawless execution of these priorities

## 01 Best in class Customer Support

With 24/7 real-time chat and personalized drip campaigns, customers enjoyed seamless trials and support, boosting their confidence and securing their loyalty.

## 02 Intense focus on Community

A 360-degree community strategy included influencer engagement on LinkedIn, a Product Hunt debut, content creation on YouTube, and also a collaborative investor board for insights and updates.

## 03 Developer-First Approach

Identified and addressed two critical user issues: (1) the need for a cost-effective, faster, and more functional cross-browser testing solution, and (2) the lack of resources for the testing community.

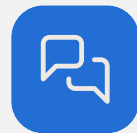
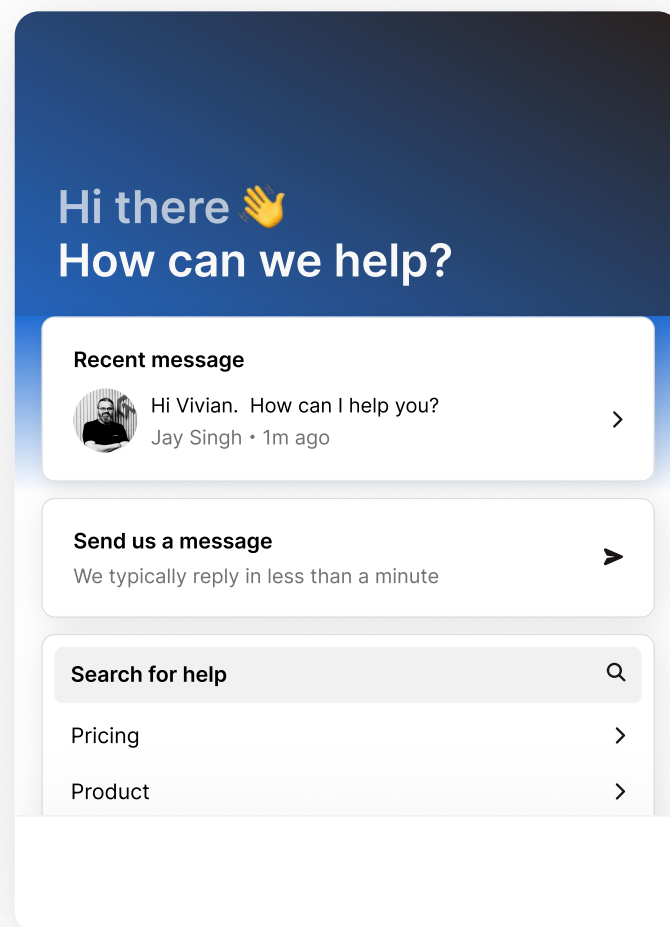
## And leveraged India for capital efficiency

- Achieved high quality high volume content production at **90%** less cost
- Replicated the SDR/AE model for North America, EMEA, and APAC regions, leveraging India-based talent
- Executed product development at **70%** cost efficiency

01

# Best-in-class Customer Support

With 24/7 real-time chat and drip campaigns, customers enjoyed seamless trials and support, boosting their confidence and securing their loyalty



## Active Chat Support

Active 24/7 chat support was implemented to address queries from website visitors and product users. Hugely appreciated by early adopters who used BrowserStack & Sauce Labs. Customers were guided real-time while they took trials to ensure seamless trial experiences.



## Drip Program

Personalized email drips and in-app nudges tailored to user activity drove continuous engagement, keeping users connected and invested in the experience through timely, relevant, and meaningful interactions. This fostered lasting relationships with the LambdaTest brand.

# A sample of founder's customer support on email and chat



**Vivian Guillen**  
(Front-end Developer)

User switched from BrowserStack's paid plan to LambdaTest



BrowserStack



LambdaTest

Re: Jay from LambdaTest 📧 Inbox ✕



**Vivian Guillen** <vguillen@redpixel.io> <noreply@camcole.com> [Unsubscribe](#)  
to Jay Singh ▾

Wednesday, Apr 18, 2018 at 18:51 ☆ ↩ ⋮

← You replied to this message on 19/04/18, 8:08

Hey there Jay,

Sorry for the late reply, have been a bit sick these days.

We're loving LambdaTest so far! I love that the support team is responsive and the trello integration works very well. My QA guy likes it a lot.

Good to hear the Safari support is improving.  
Love the new website but some of the company logos/screen images look a bit blurred on a macbook retina but I absolutely love the animations!

On Apr 12, 2018, 4:13 PM -0400, Jay Singh <jay@lambdatest.com>,

Hi Vivian,

Just wanted to say quick hello and check if how is it going with LambdaTest so far. Any inputs for us to improve the product.

Jay Singh 6 Mar, 3:49am

Thanks to you Vivian, in fact you are helping me out! I owe you. You can message me anytime if you need any help or have any inputs, please don't hesitate! LambdaTest exists because of users like you and you help us build this identity.



**Vivian** Thursday 10:16am

software can be very impersonal sometimes but you make it personal



**Vivian** 6 Mar, 3:46am

Thank you Jay, this kind of interactions makes me believe more in this company :D



**Vivian** 6 Mar, 3:46am

that sounds great :)

Jay Singh Friday 2:20pm

I will definitely keep you posted on all the inputs you have given and will let you know how we plan to go about it!

02

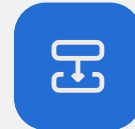
## Intense Focus on Community

Their 360-degree community strategy included influencer engagement on LinkedIn, a Product Hunt debut, content creation on YouTube, and also a collaborative investor board for insights and updates



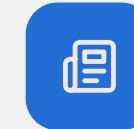
### Outbound Play

50K SMEs data was mined for outbound. Engaged influencers on LinkedIn to introduce first launch of the product. For instance, the product was launched in Product Hunt community by world's top product hunter (Kevin William David) which attracted early users.



### Inbound Play

Fostered community growth across platforms like YouTube, Slack, Twitter and Quora. For instance, YouTube channel grew to 30K subscribers with purely technical content, boosting brand credibility, awareness and engagement.

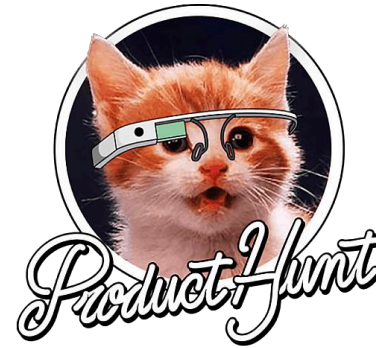


### Efficient Content Generation

Creating high-quality tech content in India five to six years ago was challenging due to a shortage of specialized writers. To address this, the team trained freelance developers to become writers, building a dedicated pool of 70-75 developer-turned-writers over seven years. Through daily guidance and mentorship, they fostered a strong network of loyal content creators.

# LambdaTest

★★★★★ 415 Reviews • 648 Followers



May 9th, 2023  
LT Browser 2.0



January 13th, 2021  
LT Browser



February 28th, 2019  
LambdaTest Automation



October 18th, 2018  
LambdaTest Chrome Extension



October 18th, 2018  
LambdaTest Chrome Extension

Used Quora, Twitter  
for creating organic  
conversations around the  
product & building trust  
within the developer  
community.



★★★★★

Just signed up to [@lambdatesting](#) and very impressed by the real-time testing! I can test my front end on different devices and different browsers in no time!

O

Oras Al-Kubaisi  
[@orask](#)

★★★★★

It's always nice to see startups iterating, releasing a lot and ending up with a great product, [@Lambdatesting](#) is such one:-) It was a little rough around the edges, but now very pleasant to use and helping us a lot

C

Chris  
[@chrisuhi](#)

★★★★★

Cross browser testing, browserstack= フォルトっぽいけど、重すぎて使いづらい&高いので、他のtesting tool試してみています。今の所、LAMBDATESTが良い感じ

P

丸野宏之 / Hiroyuki Maruno  
[@peroyuki](#)

★★★★★

Checked my first CSS Grid webpage template with Lambdatest & it displays fine on Safari. Seems I haven't touched Grid's limits yet. Shout out to [@lambdatesting](#) for providing great features in the free

L

Lucian Tarte  
[@luciantarte](#)

★★★★★

Really superb customer service from Arpit [@lambdatesting](#) - tricky Automation problem using Selenium in Python

M

Michael (Mike)  
[@reantha](#)

★★★★★

[@lambdatesting](#) is fantastic. Cross browser and device testing frustration is minimized. You can't get rid of clients that need ie11 nor can you own every device but lambda test bridge that gap.

M

Mat Gargano  
[@matgargano](#)

03

# Developer-First Approach

Identified 2 critical user issues

- 1) Need for a cost-effective, faster, and more functional cross-browser testing solution
- 2) lack of resources for testing community



## Discounting

An early pricing strategy provided a competitive advantage over competitors. In-app banners, similar to those on e-commerce platforms, were introduced to promote offers, facilitating the onboarding of transactional customers to the platform. Additionally, 7-day and 14-day passes were launched for on-demand usage.



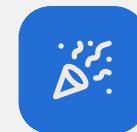
## Empowered Developers

Empowered the community with tools, webinars, and 400+ repositories to facilitate testing. Introduced free, hands-on certification programs where participants completed Selenium assignments, uploaded code to GitHub, and demonstrated test results to earn certification as Selenium developers—all with support from the Customer Success team.



## Integrations

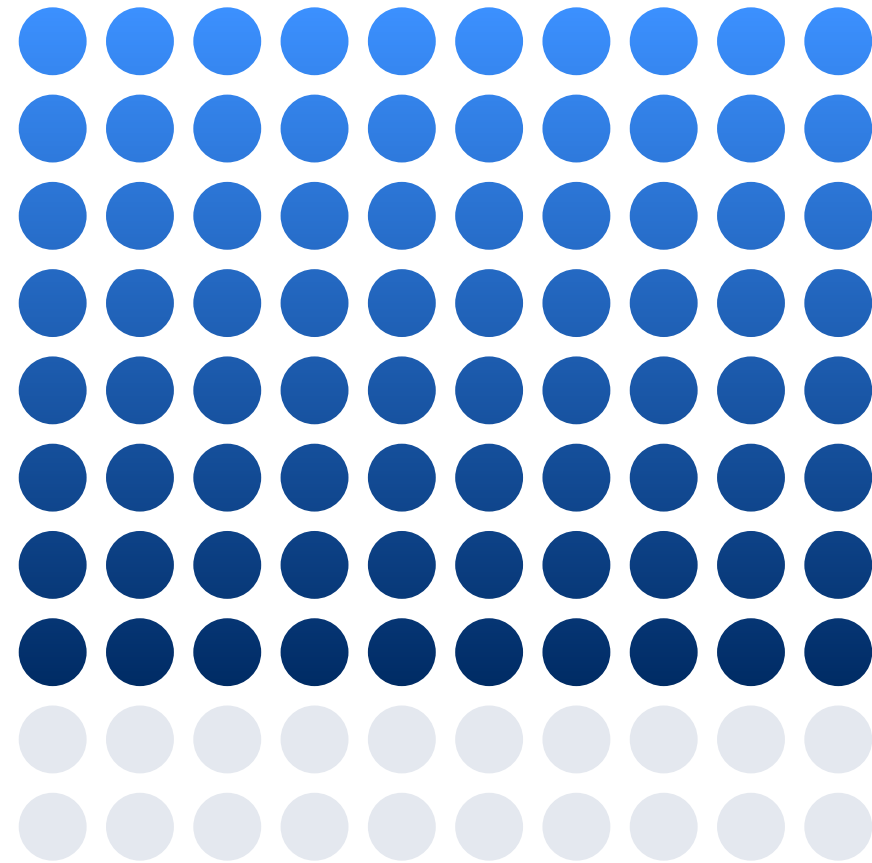
Integration was a core focus from the early stages. LambdaTest integrated with platforms like Asana, Jira, and Monday.com, enabling visibility on their support pages. By 2020, the team built 120+ integrations across PM tools, frameworks, and CI/CD pipelines, driving user acquisition and traffic from third-party support pages.



## Viral Elements

- Introduced Single Click bug logging
- Reduced Time to Value (TTV): Allowed users to experience the product- 60 mins every month with some limited features(Freemium plan).This emphasised on instant usability and strong adoption and reinforced the customer-first approach.





Upto  
**80%** | Cost  
Efficiency In  
GTM Model

## Sales

Replicated SDR/ AE Model for North America, EMEA, APAC regions leveraging India talent at **80%** cost efficiency

## Marketing

Achieved high quality high volume marketing content production at **90%** less cost from India, Israel

## Product Development

Engineering team based in India saved upto **70%** costs

## Support & Operations

24/7 customer support team of freshers, trained for remote operations and support, cost savings upto **80%**

# Results Achieved

Disrupting Billion-Dollar Duopolies with Ingenuity and Efficiency

## Rapid Growth

ARR grew from **\$50K to \$800K** within the first year. Achieved **3X YoY** growth with significant customer retention rates

## Market Penetration

Secured major clients like **Microsoft**, **NVIDIA**, & **PwC**. Established credibility as a cost-effective alternative to BrowserStack and Sauce Labs

## Community Impact

Empowered over **100,000** developers through certifications and free resources. Scaled content production efficiently while saving **90%** on costs

# Winning the Market

Marquee global customers across industries



## Most Recent Win

**LambdaTest** has partnered with **Wells Fargo** to enhance digital testing and cross-browser compatibility, driving innovation in financial technology.

Financial Services	Insurance	Travel	Retail	Publishing	Technology	Healthcare	Media



# The Customer Obsession is now part of LambdaTest's DNA

Continuing with deep customer obsession, LambdaTest has named their latest product (KaneAI) after their very first customer.

Reimagine testing from the ground up with

## KaneAI's Automation




**Brad Kane** • 3rd+  
Founder at Crazy Good Digital

I am deeply honored by [Asad Khan](#) and [Jay Singh](#) naming this amazing new [LambdaTest](#) product after me. Congratulations to a brilliant team of innovators! The first look at TestMu conference [@KaneAI](#) is nothing short of amazing. As one of the first and still a current LambdaTest customer, they have always been my most trusted tech vendor over the years ...more

Like •  25 | Reply



**Jay Singh** • 1st  
Co-Founder & CCO | Power your software testing with AI & Cloud   
[#LambdaTestYourApps](#)

🌟 Emotional and Heartfelt moment! Met Brad Kane, our 1st customer since 1st Jan 2018 who is still part of our journey. It's a reminder of the trust he's had in us from the start. 🚀🎉

Thinking about it brings up a lot of feelings, the joy we celebrated at LambdaTest to get our 1st customer onboard and the motivation which drove the team. And little did we know, an unbreakable bond was forming. We're really thankful for Brad's trust in us. ✨🙏🏆

🌟 It's these moments that define a journey - when belief turns into reality. Our gratitude knows no bounds towards our community, customers, investors and [LambdaTest family](#) - who have been instrumental in sculpting our purpose.

With each milestone, we're reminded of the people who've made LambdaTest a community, a vision, and a testament to human connection. 🙏🤝

Here's to the profound impact of believing in a dream together 🌟🚀✨

[#LambdaTest](#) [#FirstCustomer](#) [#EmotionalMilestone](#) [#Gratitude](#) [#JourneyTogether](#)

[Asad Khan](#) [Mayank Bhola](#) [Anurag Sharma](#) [Sawan Garg](#) [Sarah Elson](#) [Maneesh Sharma](#) [Somesh Ojha](#) [Misbah Farooqi](#) [Saif Rizvi](#) [Mudit Singh](#) [Titanium Ventures](#) [Blume Ventures](#) [Leo Capital](#) [Premji](#)

# Strategic Partnership And Support From Leo Capital



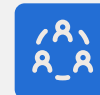
## Leading the Series A fund-raise

The company was in a crowded market with large incumbents. Articulating and selling the proposition to downstream VCs was challenging. Leo Capital took the lead in positioning and distribution ultimately resulting in successful fund raises.



## Stakeholder management

A Leo partner has been a Board member since the company's inception. Currently, the company is backed by six venture capital firms, with only three holding board positions, one of which is Leo. The company has recognized Leo as a strategic partner, providing critical support in organizational buildout and effectively managing stakeholders during both primary and secondary raises.



## Key team building

The company's team-building priorities evolved over time. In Year 1, Leo Capital supported the establishment and scaling of the product team, requiring significant investment.

In subsequent years, Leo facilitated the buildout and onboarding of the business team.

Additionally, Leo referred and onboarded the company's CFO, a key hire during its growth.



**"LambdaTest has benefited immensely from LEO's network and operator experience. Contributing to LEO network is our way is our way to give back to the community"**

**Asad Khan** CO- Founder & CEO

*leo capital*

leo capital

# *Thank You*

✉ [portfolio@leo.capital](mailto:portfolio@leo.capital)