CASE STUDY

Seven months, one system, one €60K contract

How a five-person software studio in Bucharest went from chasing projects to running a real sales system, and what it actually took to get there.

CLIENT
Software development studio

LOCATION
Bucharest, Romania

TEAM
5 people: owner, 2 developers, 1 generalist, 1 marketing

STARTED WITH MOO
August 2025

TARGET MARKETS
Media and e-commerce

TODAY
Still working together, MOO as internal sales advisor

RESULTS AT A GLANCE

€60K / yr
Value of the first signed contract

7 months
From day one to that contract

7 days
From first meeting to signed agreement

14 → 3 → 1
Meetings, genuine fits, signed client

9,000+
CTOs and tech decision-makers reached

150+
Pieces of content written for their market

CHAPTER 1

A good team with no way to find work

When we met them in August 2025, the studio was five people: the owner, two developers, one all-rounder and one person on marketing. They could build. They had real projects behind them. What they did not have was a way to find the next one.

It would be unfair to say they were doing nothing. They had tried different tools to get in front of the market. But there was no system behind any of it: no clear picture of who they were selling to, no repeatable process, and no way to tell whether things were moving in the right direction or not. Honestly, they did not know how it is done. Most small studios don't.

> **Most small studios are built to deliver, not to sell.**

CHAPTER 2

A slow start, on purpose

We did not start by sending messages. We started by learning the company: its people, its services and, most importantly, the work it had already delivered. We gave the team access to our platform and began researching the market.

Then we compared two things: the markets and customer profiles the studio thought it should be chasing, and what its track record actually said about it. Those were not the same.

The answer was sitting in their portfolio. Their strongest project was a large platform for a major news agency, built as a subcontractor. It proved they could handle complex, high-traffic products where downtime is not an option. That pointed us to two industries where they had a real edge: **media** and **e-commerce**. Everything that followed was built around those two.

CHAPTER 3

Getting seen before getting heard

Here is something most outbound agencies skip: before a decision-maker replies to you, they look you up. If they find an empty profile or generic posts, the conversation ends before it starts. To stand out, you have to be credible. When you are visible and credible, people are willing to talk to you, and they give you a chance.

So alongside outreach, MOO wrote the studio's content for the full seven months. We built it for LinkedIn, and the studio published it there, on its own blog, and often in adapted versions on its other social channels.

20+	60+	60+	10	7
Long-form industry articles	LinkedIn posts	Visuals	Short videos	Polls

None of it was generic AI content produced to fill a calendar. We worked from what was actually happening in the industries we were targeting: the hot topics, the trends, good ideas, strong digital products and real projects from the same industry, including outside the target region. If the target is media in Benelux, the content is about media: what is changing, who is doing it well and why it works.

What we did not write was "we are a studio that can build any app". Even if it were true, nobody buys from a company that claims it can do everything.

> **A CTO in media needed to open the studio's profile and see a team that understands their world, not a list of services.**

CHAPTER 4

Conversations, not campaigns

With the targeting and the content in place, outreach started. Our team researched decision-makers in media and e-commerce, wrote the messages by hand and handled every reply personally. Over the months, this built the studio a network of **more than 9,000 CTOs and tech decision-makers**.

Nothing happened overnight. The first real opportunities started coming in after **three months**.

From there, we booked 14 meetings in total. We are not going to pretend they were all great. We qualified every one, and only 3 turned out to be a genuine fit. The other 11 we filtered out early, so the team did not waste weeks on proposals that were never going to close. That filtering is part of the job. A full calendar means nothing if the meetings are wrong.

FROM MEETINGS TO A CONTRACT

14 meetings booked

3 genuine fits

1 signed client, €60K per year

The other 11 were filtered out early, before anyone wrote a proposal.

We also set the team up to read the signals: which numbers show a pipeline is healthy, and which show something needs to change. For the first time, they could make sales decisions based on data instead of hope.

CHAPTER 5

Seven days in March

One of those three fits was a company from Belgium.

D1

WEDNESDAY, 4 MARCH 2026

First call, 30 minutes

A call with their CTO and CEO. Within minutes it was clear what was going on: they had a vision for a live video shopping platform, but no team to build it. They had also just come out of a project that went badly, so they did not want to go back to anyone they had worked with before. They needed someone new, and they needed to trust them.

D3

FRIDAY, 6 MARCH

Second meeting and proposal

This time about the substance: the technology, how the platform would be built, timelines and terms. Right after the call, the studio sent a fully calculated proposal with a clear deadline and a price.

D7

TUESDAY, 10 MARCH

Agreement signed

Value: €60,000 per year.

Seven months of groundwork, then seven days to close.

Throughout the deal, MOO worked as the studio's sales and administrative support, from preparing for the meetings to the proposal and the agreement, while still running their campaigns and business development in parallel.

CHAPTER 6

What happened next

The studio delivered. The platform reached MVP in **two months**, and the finished product was handed over after **three**.

The bigger change was inside the studio. In seven months it went from a company looking for projects with nothing in place to a company with a working sales system: a clear market, a content engine, a network of 9,000+ decision-makers and a process it understands.

Its entire sales process still runs on the MOO approach. It has since hired its own dedicated sales team, and we still work together, with MOO now in the role of internal sales advisor.

THE FULL JOURNEY

AUG 2025
Start
Onboarding, research, market choice

MONTH 3
First opportunities
Outreach and content running

MONTH 7
Contract signed
€60K per year, Belgium

+2 MONTHS
MVP live
Platform in the client's hands

+3 MONTHS
Product delivered
Finished platform handed over

TODAY
Own sales team
MOO as internal advisor

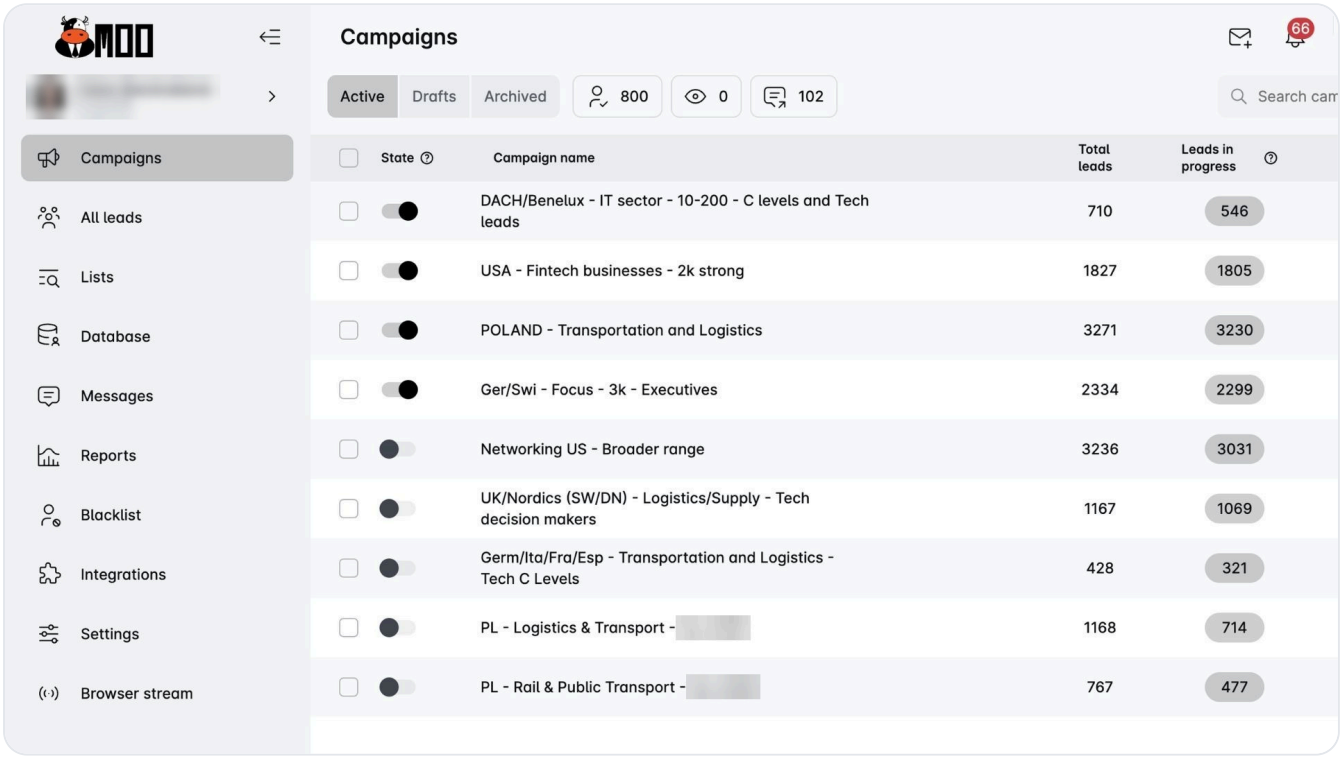
> **From a company chasing projects to a company with a sales system it owns.**

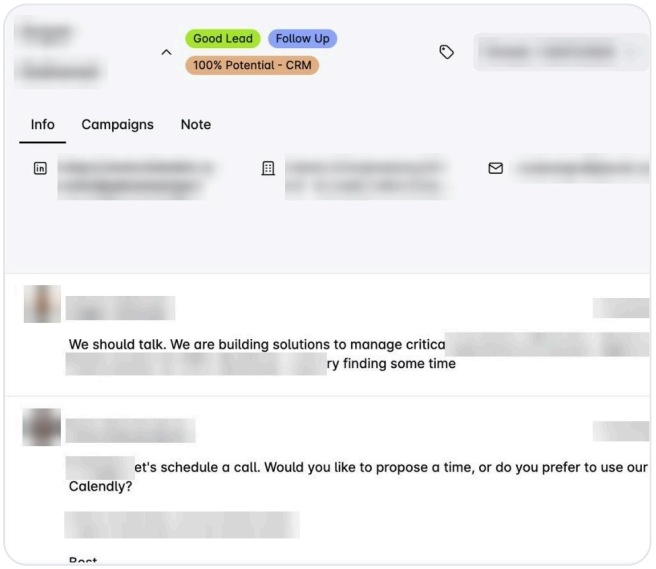
INSIDE THE SYSTEM

How every campaign is built and run

Every campaign we run is built around one market, one industry, a company size and a decision-maker level. Every conversation is read, tagged and qualified by a person before a meeting is proposed.

Campaigns. Each one targets a single market and buyer profile.





Conversations, qualified by people

Every reply is read and tagged by lead quality: good lead, follow up, potential. A meeting is only proposed once the prospect's need is clear.

These screenshots are from a different active client campaign, shown to illustrate how the platform works. They are not this studio's data. Names, profiles and client details have been removed.

WHAT THIS STORY SHOWS

One sequence, the same for every client

01 Narrow the street

02 Make contact

03 Build the relationship

04 Talk about it

05 Build credibility

06 Close the deal

In this story, that meant two industries instead of "everyone", hand-written outreach to the right decision-makers, months of real conversations, content that proved the studio knew those markets, and a deal that closed in seven days once the trust was there.

It is a system, not outbound automation.

Research, positioning, content, outreach, human conversations, qualification and deal support all worked together. Take any one away and this deal probably does not happen.

It is slow before it is fast.

Three months to the first opportunity, seven months to the first contract. No fireworks overnight. Once the foundation was there, the deal closed in a week.

Saying no is part of it.

Eleven of fourteen meetings were not a fit. Filtering them out early made room for the one that was.

The client owns the result.

The network, the content and the process belong to the studio. They run it with their own sales team today.

WHAT WE CAN AND CANNOT SHARE

We do not publish client names, so the studio and the buyer stay anonymous. Everything else in this story, the timeline, the numbers and what went wrong along the way, is as it happened.

Could this work for your company?

A free 30-minute call. We will tell you honestly whether we can help.

Book a call

info@moobd.com +387 62 268 198 Zenica, Bosnia · Vienna, Austria

SUMMARY AND SOURCES

The case study in facts

Client	Software development studio, Bucharest, Romania. Name withheld.
Team at start	5 people
Started with MOO	August 2025
What MOO did	Market research and positioning, LinkedIn outreach run by people, content strategy and writing, lead qualification, sales and administrative support during the deal
Target industries	Media and e-commerce
Content written by MOO	20+ articles, 60+ posts, 60+ visuals, 10 short videos, 7 polls, published by the client on LinkedIn, its blog and other social channels
Network built	9,000+ CTOs and tech decision-makers
First opportunities	After 3 months
Meetings	14 booked, 3 genuine fits, 1 signed client
First contract	Signed 10 March 2026, 7 months after the start. Buyer: a company from Belgium. Project: a live video shopping platform. Value: €60,000 per year
Sales cycle of that deal	7 days, two meetings and one proposal
Delivery	MVP in 2 months, finished product in 3 months
Status, November 2026	Ongoing. The client runs its own sales team, MOO is its internal sales advisor

SOURCES AND NOTES

All figures come from MOO's own campaign records and its direct work with the client. Client and buyer names are withheld because we do not publish client names. The platform screenshots are from a different active client campaign, with names, dates and client details removed, and illustrate how the system works. Prepared by MOO Business Development (Zenica, Bosnia and Herzegovina; Vienna, Austria), November 2026. moobd.com