



DRA PERKINS

BUILDER. STRATEGIST. LEGACY.



ELEV8 MATRIX

HOW ELEV8 MATRIX BUILT AN \$800,000 GROWTH ENGINE FOR FRYLOW

FRYLOW × ELEV8 MATRIX · COMMERCIAL KITCHEN TECHNOLOGY · JAN 2025 – MAY 2026



THE CLIENT

A proven product with no way to sell it at scale.

Frylow is a commercial-kitchen technology that extends fryer-oil life and cuts oil costs for restaurants — a genuinely strong product with two decades in the market.

The ceiling was never the product. It was the absence of a repeatable system to get that product in front of enough buyers. Frylow could sell in the room — it just wasn't getting into enough rooms.

\$800K+

Revenue closed
over two years

55,639

Sales calls made
on Frylow's behalf

727

Demos booked
from cold outreach

1.7M

People reached
through paid ads

A real external client engagement — not a portfolio company. Published with Frylow's results as the proof.



BEFORE ELEV8

The hidden ceiling.

Two years ago, Frylow had everything except a way to grow. A product that worked — and no machine to sell it.

- **No outbound motion** – No system to consistently reach and book buyers.
- **No pipeline** – No CRM, no cadence, no way to track a deal from lead to close.
- **No ad engine** – No tested paid strategy putting the product in front of the market.
- **No market intelligence** – No structured record of what buyers object to or what makes them say yes.
- **No enterprise channel** – No path from single-unit sales to multilocation and chain accounts.

“

A great product that sold itself in the room — but nobody was getting it into enough rooms.

THE PROBLEM ELEV8 WAS BROUGHT IN TO SOLVE



WHAT WE BUILT

A full sales & marketing engine — from scratch.

Not a campaign. An operating system for growth: every part built, tested, and running.

1

WEBINAR FUNNEL

A self-booking funnel that turns interest into qualified, higher-intent demos.

2

CRM PIPELINE

Every lead tracked from first touch to close — no deal falls through the cracks.

3

OUTBOUND CADENCE

Call + SMS + email working together, with speed-to-lead built into the process.

4

PAID AD SYSTEM

A tested creative and targeting strategy that reliably produces leads under \$11.

5

MESSAGING PLAYBOOK

The exact angles and words that move a restaurant owner from “maybe” to “yes.”

6

SDR PROCESS

A repeatable outreach operation — trained, measured, and managed end to end.



THE ASSET THAT COMPOUNDS

What 10,000 conversations taught us.

In two years we had more direct conversations with restaurant operators than Frylow had in twenty. *Every one produced intelligence a revenue report never captures.*

WHAT STOPS THE SALE

Price

"Prove the savings first."
Not a no.

Timing

Cash flow and season.
Not a no — a not-yet.

Skepticism

"Too good to be true."
Gone the moment
they see the numbers.

WHAT TRIGGERS THE BUY

Savings calculator

Their own oil costs,
made personal.
Personal converts.

Sub-8-month ROI

A payback number that
lands like a bomb.

Webinar leads

Self-booked leads
convert 3-4× cold
outreach.

THE MESSAGING THAT WINS

Savings, not specs

Nobody buys the
technology. They buy
the lower bill.

Recover, don't spend

Frylow isn't a cost — it's
money already leaking.

No downtime

Simple install, no
disruption. Turns a
maybe into a yes.



THE RESULTS

What the engine produced.

\$800K+ in closed revenue across the full period

500+ units sold — built on consistent mid-ticket deals

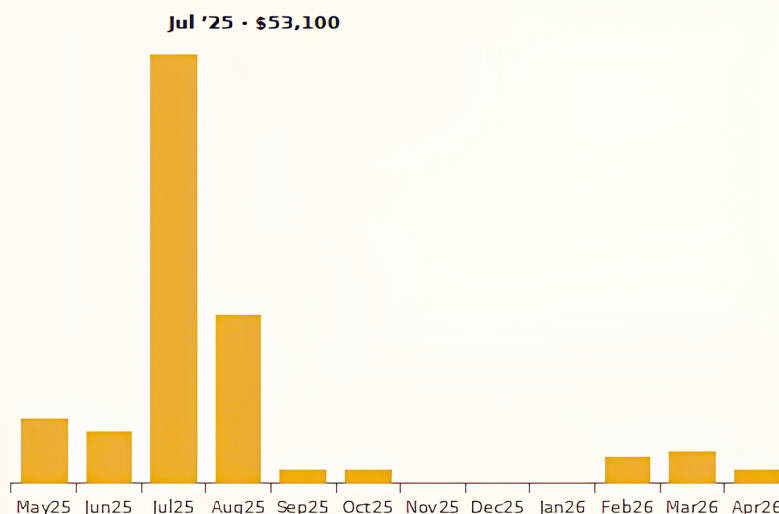
3.4× return on every dollar of ad spend

\$121K revenue attributed to the paid channel alone

Every \$1 in ads returned \$3.40. A marketing account most companies run as a cost center — run here as a revenue channel.

AD-ATTRIBUTED REVENUE BY MONTH

One clean month towers over the rest — a preview of the engine at full power.





THE PROOF, IN ONE MONTH

What “running clean” looks like.

In July 2025, everything lined up at once — **ads running without interruption, the funnel optimised, follow-up tight**. The result was the single highest revenue month in the entire dataset.

This is the point of the whole report. The machine already produced a month like this once. The opportunity is simply to make that the norm, not the outlier.

\$53,100

the highest-revenue month on record

112 leads that month, converting at the highest rate of the year.

Revenue reflects the full sales cycle — leads worked over prior weeks landing together. The takeaway isn't one month's spend math; it's what an uninterrupted engine can deliver.



THE REACH DIVIDEND

1.7 million operators now know the name.

Beyond the leads and the revenue, the engine built something that keeps paying: **brand awareness across 1.7 million restaurant operators.**

That's the difference between cold and warm. Every future campaign now sells to an audience that already recognises Frylow — cheaper leads, higher conversion, stacked on top of everything already built.

BEFORE

Paying full price to reach total strangers

Every campaign starts from zero

Trust built one call at a time

AFTER

Retargeting a warm, aware audience

Every campaign compounds the last

The name does part of the selling



WHERE IT SCALES

The system is built. Now it compounds.

Two proof points show the engine is already moving to its next level:

LIVE THIS MONTH

A new, optimised funnel

Rebuilt on everything the last two years taught us — targeting operators with 9+ fryers and multiple locations. Already closing in its first week.

~\$157K

IN OPEN PIPELINE · \$6K CLOSED IN WEEK ONE

VALIDATED IN DUBAI

The enterprise horizon

At the Dubai trade show, the product and pitch landed with chains running 100+ fryers. The same playbook, proven at a new scale.

\$157K+

POTENTIAL VALUE OF A SINGLE 100-FRYER ACCOUNT



THE TRANSFORMATION

Two years, one engine, a company that can now scale.

BEFORE

- A great product with no sales motion
- No pipeline, no cadence, no data
- Growth capped by capacity, not demand
- One market: single-unit restaurants

AFTER ELEV8

- A proven, repeatable growth engine
- CRM, funnel, cadence and playbook — all live
- The clearest buyer intelligence Frylow has ever had
- A validated path into multi-location & enterprise

Frylow came to us with a great product and no way to sell it at scale. **This is what an Elev8 engagement builds.**



THE TAKEAWAY

The hard part is done. The engine is built.

We don't just advise. We build the system, run the campaigns, and open the channels that weren't there before — then hand back a machine with the data to keep improving it.

\$800K+
revenue built

3.4×
return on ad spend

10,000
buyer conversations

1.7M
operators reached