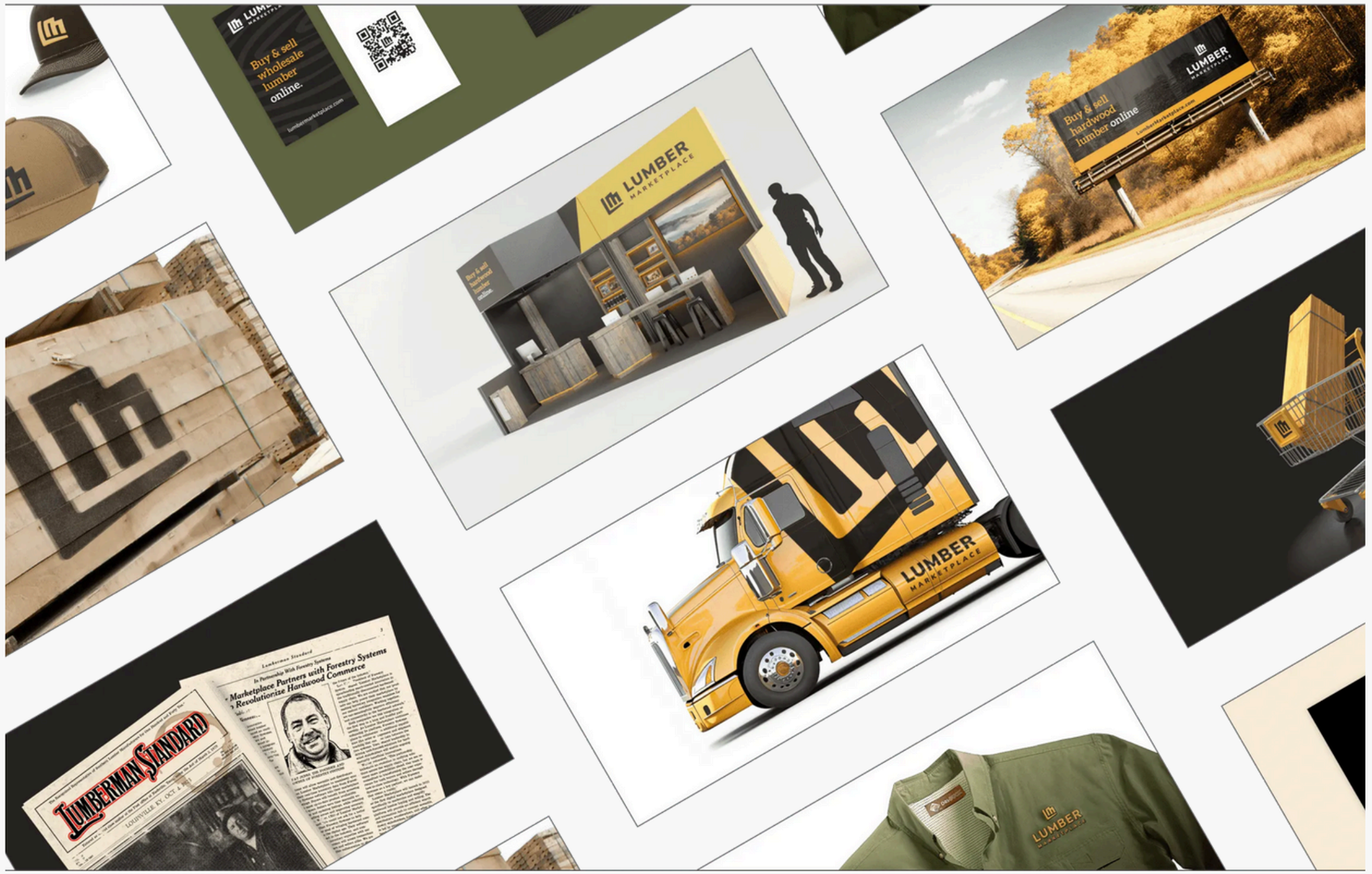
Case Study

Scaling a B2B Tech Marketplace Platform

Lumber Marketplace (B2B SaaS Marketplace)

How I Solve Problems and Approach Strategy & Growth

- Developed from scratch, onboarding 225+ businesses in less than 6 months.
- Led all **product roadmap, feature prioritization, and UI/UX oversight.**
- **Managed third-party development agencies** to build and iterate on the platform.
- Balanced technical feasibility with business needs, ensuring smooth adoption in a resistant industry.



Overview

I played a key role in launching and scaling Lumber Marketplace (lumbermarketplace.com), a B2B tech marketplace platform designed to shake up and bring efficiency to a traditionally offline, blue-collar commodity industry. My focus was on launching the platform, driving growth, optimizing operations, and creating value for users while ensuring the platform's scalability and financial sustainability.

The Challenge

Building a digital platform in an industry historically resistant to technology posed unique challenges:

- Attracting and engaging users unfamiliar with digital tools.
- Operating within a tight budget while delivering new features and expanding trade show presence.
- Growing a sustainable user base of buyers and sellers in a competitive environment.

My Approach

1. Operational Efficiency:

- Maintained operational burn rates ~50% below projections through cost optimization and vendor negotiations.
- Developed scalable processes for user onboarding and customer support.

2. Growth Strategy:

- Established a strong presence at key industry trade shows, building awareness and trust among potential users.
- Focused on user feedback to develop platform features that drive engagement and satisfaction.

3. Data-Driven Decision-Making:

- Monitored user behavior and KPIs to refine strategies in real time.
- Improved onboarding processes based on feedback to reduce churn and increase platform activity.

Building the Brand

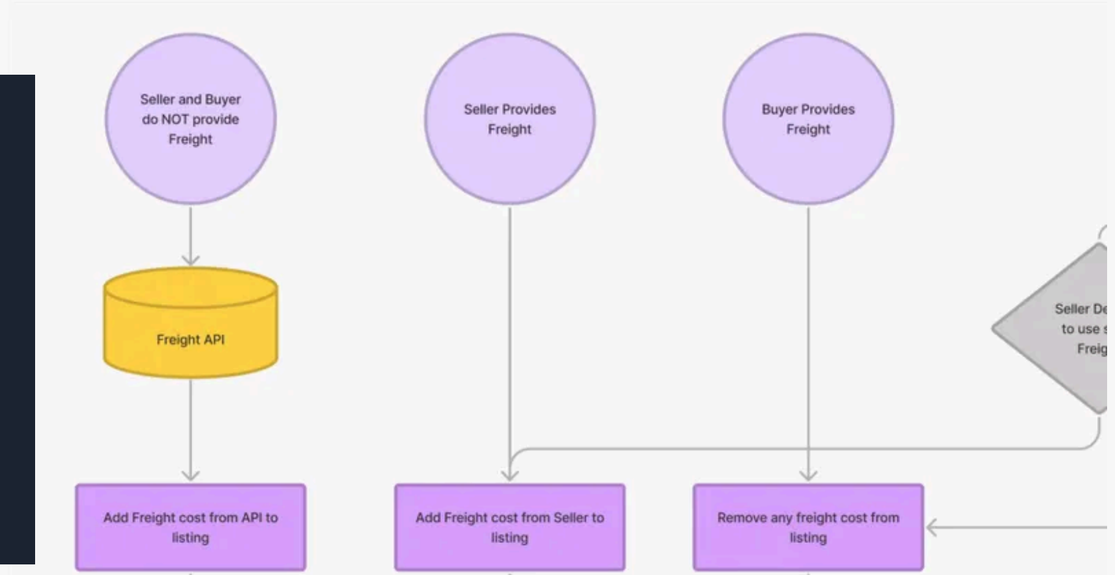
Alongside a third-party dev & design agency, I developed a comprehensive brand for Lumber Marketplace, including concepting, sketching, and designing the logo, color scheme, and font stack. Our work extended to creating cohesive branded materials such as marketing collateral, letterhead, business cards, billboards, semi-truck wraps, and apparel, ensuring a coordinated and impactful brand presence.

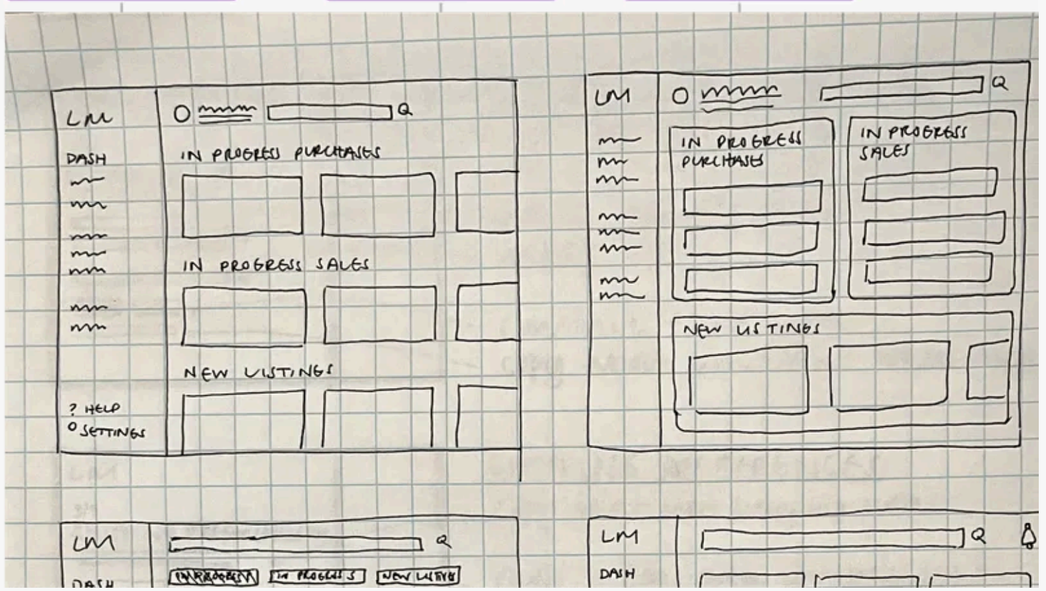
Building the platform

We started Lumber Marketplace's design with sketches, outlining the dashboard and interfaces. These drafts set the stage for wireframes, which structured key sections like login pages and buying/selling interfaces, leading us into detailed design.

Simultaneously, we created flow charts to map the user experience from first interaction to final transaction. These collaborative charts captured every decision point, ensuring a seamless journey. Detailed user journey maps guided buyers from browsing to checkout. This mix of sketches, wireframes, and flow charts resulted in a robust, user-friendly platform—reliable and efficient.

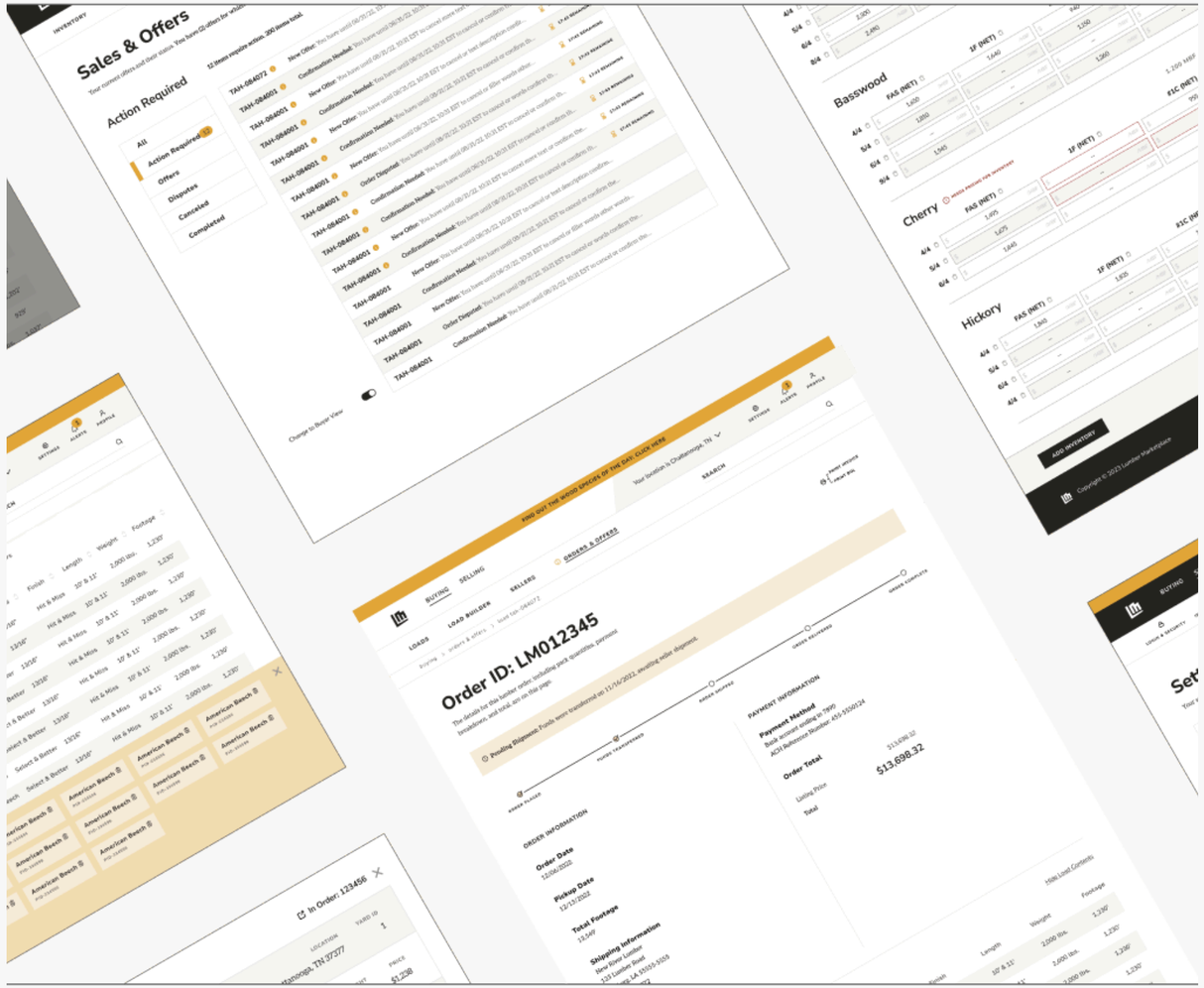
Through numerous exhaustive whiteboarding and strategy sessions, we finalized the features for V1. Our team then meticulously crafted the UI and UX in Figma and developed the code that would not only support a successful launch but also had the potential to revolutionize the industry.

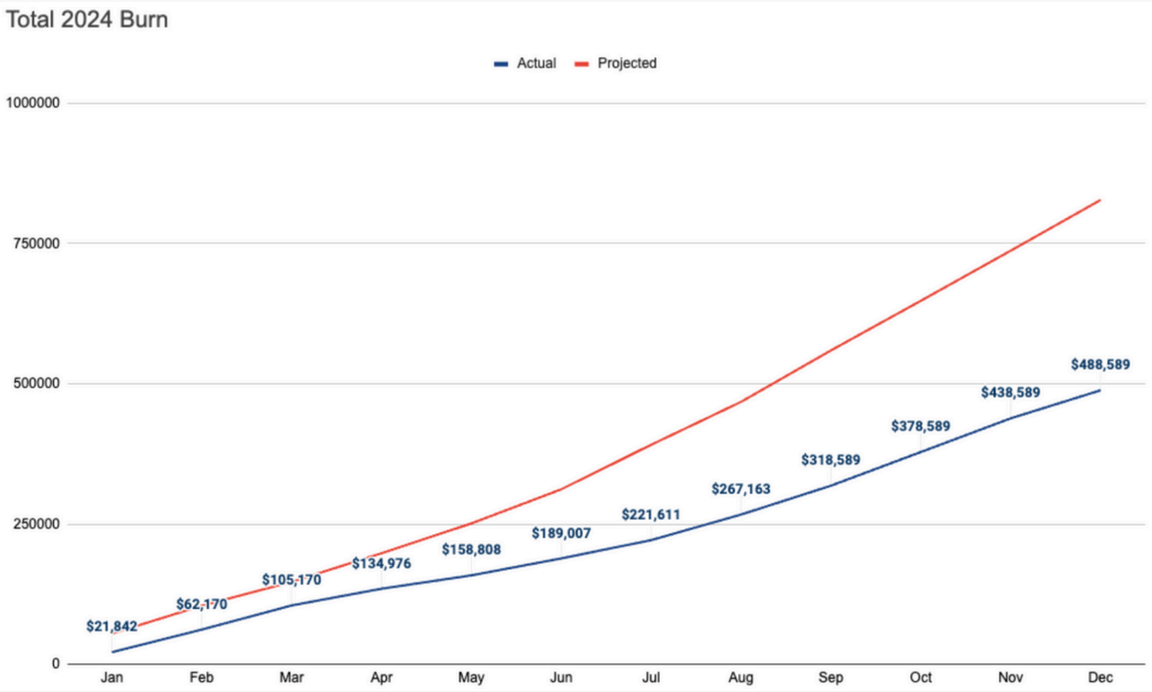




Launching a true MVP and Scaling

We successfully launched V1 of Lumber Marketplace at the NHLA conference in 2023. We engaged with numerous lumber companies, suppliers, and flooring businesses, all of whom were thrilled about the new platform. Our integration efforts paid off, seamlessly connecting multiple APIs to inventory platforms, a banking system for large ACH transactions, and Arcbest for frictionless shipping.





Cost Savings: Achieved operational burn rates ~50% below projections, allowing for extended runway and strategic flexibility.

Marketing Success: Boosted brand awareness and secured partnerships through presence at key industry events

Conclusion

This case study demonstrates how a lean, user-focused strategy can drive growth and create lasting value in a traditional industry. By leveraging datadriven insights and a commitment to operational excellence, the platform achieved measurable success and set a tone for transforming how business is conducted in this space.