

Go-to-market Strategies

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Enterprising
Futures at **LSBU**



Go-to-Market Playbook

Your essential guide to launching and acquiring customers efficiently



The Complete Value Package



Lead Generation

Strategies to attract your ideal customers



Growth Hacking

Scaling with limited resources



Sales Methodologies

Proven frameworks for closing



Product-Market Fit

Building what customers actually want



Pipeline Building

Creating predictable revenue flow



Storytelling

Compelling narratives that resonate



CAC & Metrics

Cost of acquisition and engagement



North Star

Your guiding metric for success

What is Go-to-Market?



What is Go-to-Market?

Go-to-market is the **cheapest and most efficient way** to start your business and begin client acquisition. It's your roadmap from product to revenue.

Unlike traditional marketing plans, GTM focuses on the critical first steps: identifying your ideal customers, choosing the right channels, and delivering your value proposition cost-effectively.

Think of it as your startup's **launch strategy**—a focused approach to getting your product into the hands of the right people at the right time.



GTM = Entrepreneurship



Finding Your Way

Entrepreneurship is discovering your unique path to doing business



Art, Not Science

It's more creative intuition than rigid formula, adapting as you learn



Strategic Navigation

Combining market insight with execution to create competitive advantage

Your GTM strategy reflects your entrepreneurial DNA it's where vision meets execution.

<https://thedrawingboard.me/2013/05/03/the-product-market-fit-cycle/>

Define Your Purpose

Task: Your Mission

Write one sentence that captures **why your company exists**. What problem are you solving? Who are you serving? What impact will you create?

Your mission is your north star it guides every decision and keeps your team aligned.

Task: Your Vision

Articulate one sentence describing **where you see yourself as a founder**. What does ultimate success look like? How will you measure your journey?

Your vision is your destination it inspires action and defines the horizon you are chasing.

Define Your Purpose

Mission & Mission

<https://cee.medium.com/vision-vs-mission-startup-basics-be15bd3b466>



Positioning

Positioning: Big Fish, Smaller Pond

Most early-stage companies are big fish in small ponds, or want to be. This approach positions you as the leader in a specific sub-segment rather than competing directly with market giants.

What It Is

When the market category already exists and you are attempting to win only in a sub-segment of it

When to Use

There is a clearly identifiable sub-segment that has distinct and important needs that are not being met by the market leader

You have a solution that meets those important needs of that sub-segment

Key Advantages

- Because the market exists, it is easy for customers to understand what you do
- You do not have to compete with the category leader head on

Key Risks

The market leader may copy or acquire functionality that makes them a "good enough" solution for your sub-segment

Breakaway positioning forces a strategic shift

NOW

Sell products
Compete on features
Pricing + discounts
Transactional
Category follower

NEXT

Sell outcomes
Compete on value
Command a premium
Monetize relationships
Category shaper + leader

Product Market Fit



Product-Market Fit

Product-market fit should be driven by the market—what customers actually want, not what you think they should want.

Building the right product means *listening to your customers* and adapting based on their needs. It's not about perfecting your vision it's about solving real problems that people are willing to pay for.

Test your assumptions early and often. Validate that customers want your solution before you scale. Watch this video for deeper insights:

www.youtube.com/watch?v=0_KV_8Vj5eI

GTM

What is a GTM Strategy?

01

Deliver Value Cost-Effectively

A strategy to deliver your value proposition to selected target segments efficiently

02

Get to Market

Help get your product or service out in the marketplace

03

Strategic Components

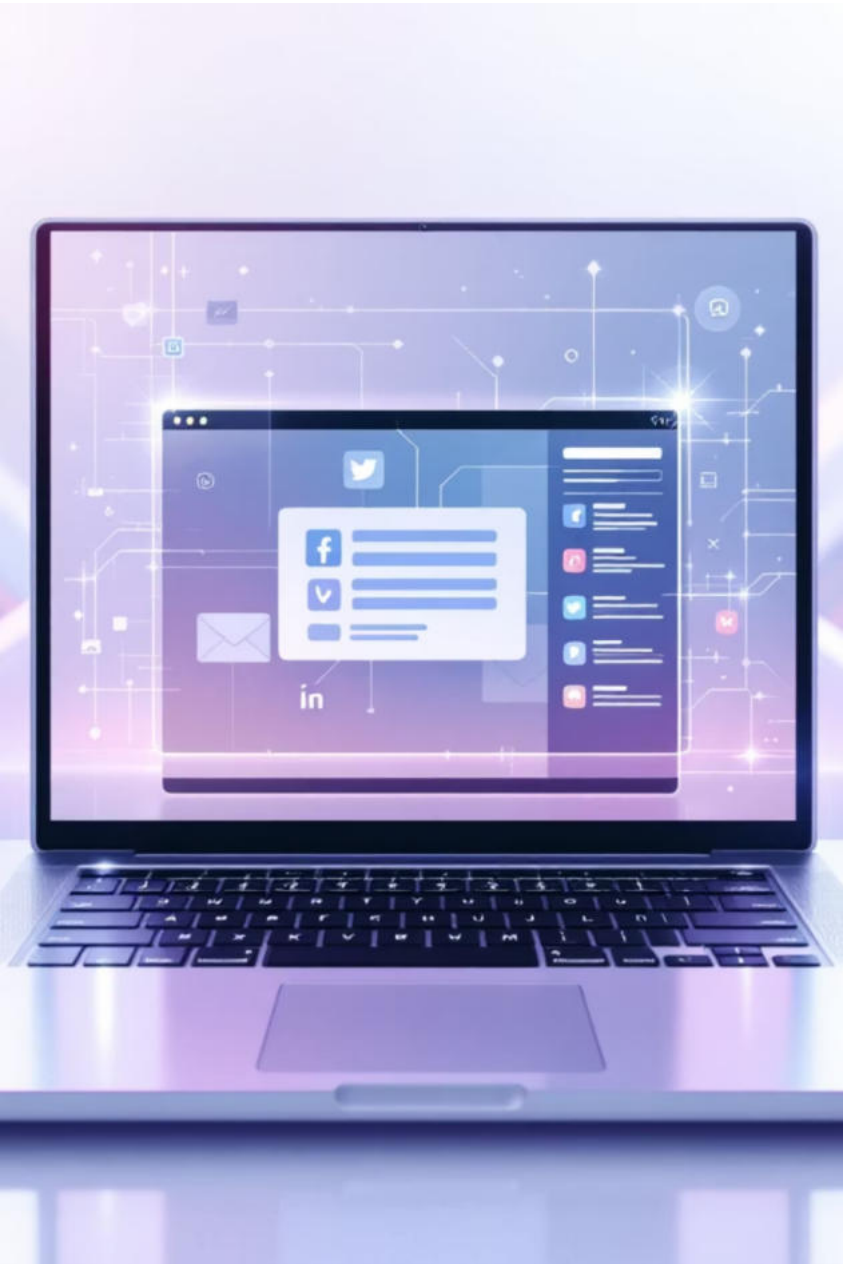
Includes pricing strategies, sales strategies, and marketing methods (internet marketing, direct marketing, PR, etc)

04

Execution Elements

Identifying key distribution channels and partnerships required to reach your minimum viable segment





Task: Your First Channels

1

Identify 2-3 Channels

Think about where your ideal customers spend their time. What channels will give you the best ROI for acquiring your first customers?

2

Choose Acquisition Methods

Consider organic and paid options. Direct outreach? Content marketing? Social media? Partnerships? Events?

3

Plan Your Approach

For each channel, define your message, resources needed, and expected timeline to first customer.

What is Go-to-Market?

GTM

<https://seedcamp.com/views/notion-vcs-chris-tottman-on-company-building-strategic-pricing-and-understanding-customer-needs/>



Business Growth / GTM Development

Foundation

- Objective Setting
- Target Market
- Segmentation
- Market validation -
what we know for each
segment

Messaging

- Total Solution Definition
- Messaging and persona
map
- Sales process

Tactical Plan

- Content development
plan
- Optimal mix of inbound
and outbound



Buying Signals

Research Examples

What it is

- Buying groups are double the size marketing thinks
- 3% of all visitors fill out form
- Marketers still prefer form fills over other styles of buying signal

Go-to-Market

POE Framework



Testing

Testing Your GTM

Measure what matters. These four metrics will tell you if your go-to-market strategy is working:

1

User Engagement Rate

How actively are people interacting with your channel? Track likes, comments, shares, and time spent

2

Landing Page Conversion Rate

What percentage of visitors take your desired action? Optimise for clarity and compelling offers

3

Fit Percentage of Leads

How many leads match your ideal customer profile? Quality matters more than quantity

4

Activation % and Revenue

How many customers actually use your product and pay? This is your ultimate success metric

Key & Notable Deals

Highlights from our top closed deals — spanning Enterprise and Mid-Market segments across EMEA and AMER.

\$170k

\$500k

96

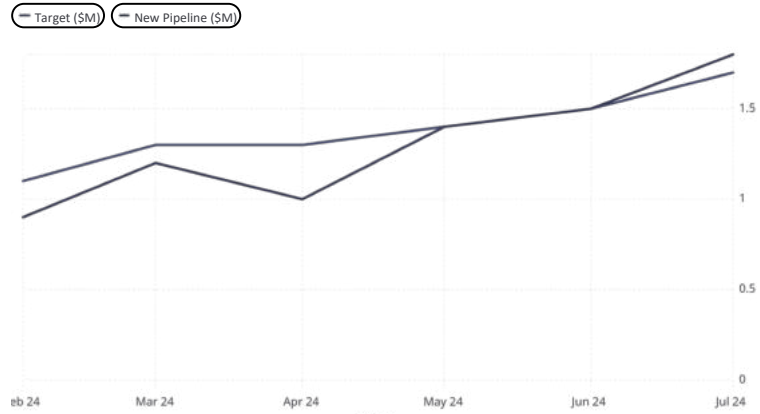
23%

Largest ACV Deal		Largest TCV Deal			Avg. Sales Cycle (days)		Win Rate	
Account	Industry	ADS	Region	Segment	Opp. Type	Partner	Competitor	Cycle
Client	Tech	\$170k	EMEA	Enterprise	New Business	✓	✓	214
Client	Tech	\$129k	EMEA	Enterprise	New Business	✓	✓	182
Client	Travel	\$115k	EMEA	Enterprise	New Business	✓	✓	99
Client	Finance	\$92k	AMER	Enterprise	New Business	✓		86
Client	Gov/Non-Profit	\$85k	AMER	Mid-Market	New Business	✓		76
Client	FMCG	\$80k	EMEA	Mid-Market	New Business	✓	✓	90
Client	Transportation	\$80k	AMER	Mid-Market	New Business	✓		49
Client	Transportation	\$65k	AMER	Mid-Market	New Business	✓		65

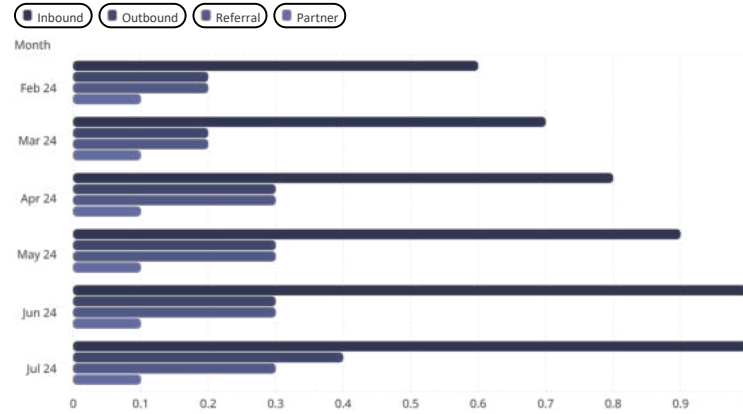
Notion, Google Sheets, Monday, Miro, Canva etc.

Pipeline Generation

Pipeline Created vs. Target (\$M)



Pipeline by Source (\$M)



Pipeline crossed target in Jul 24 (\$1.8M vs. \$1.7M target). Inbound remains the dominant source, growing steadily from \$0.6M to \$1.0M.

Q2 '25 S2s Generated vs. Goal

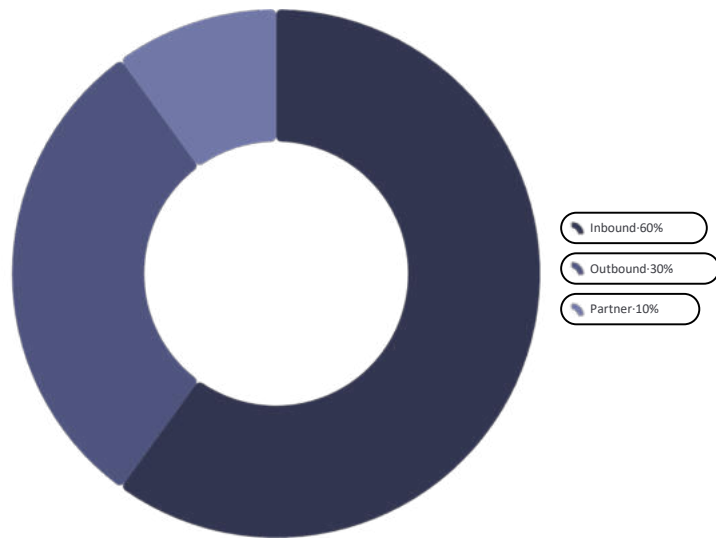
Channel	S2s #	S2s \$	Goal #	Goal \$	% of Goal
AE (Outbound)	7	\$0.7M	5	\$0.6M	116% ✓
XDR (Outbound)	15	\$1M	15	\$1.1M	90%
Marketing (Inbound)	29	\$2M	30	\$2.1M	102% ✓
Partnerships	3	\$0.2M	5	\$0.35M	57% ✗
Total					94%



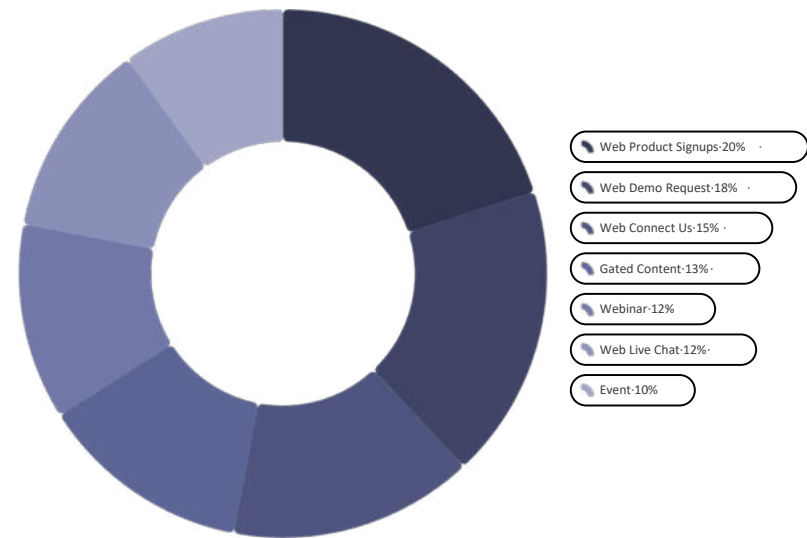
Marketing Pipeline by Source

Total pipeline: **\$10M** — driven primarily by Inbound, with Outbound and Partner rounding out the mix.

Total Pipeline by Source



Inbound Pipeline Drilldown (\$6M)



Inbound – 60%

\$6M led by Web Product Signups (20%) and Demo Requests (18%)

Outbound – 30%

\$3M split: XDR 70% / AE 30%

Partner – 10%

\$1M — growth opportunity; Partnerships at 57% of S2 goal

Thanks!