

05. The Practitioner

These are fictitious scenarios and listed companies are not actual participants.

@GTMVENTURES

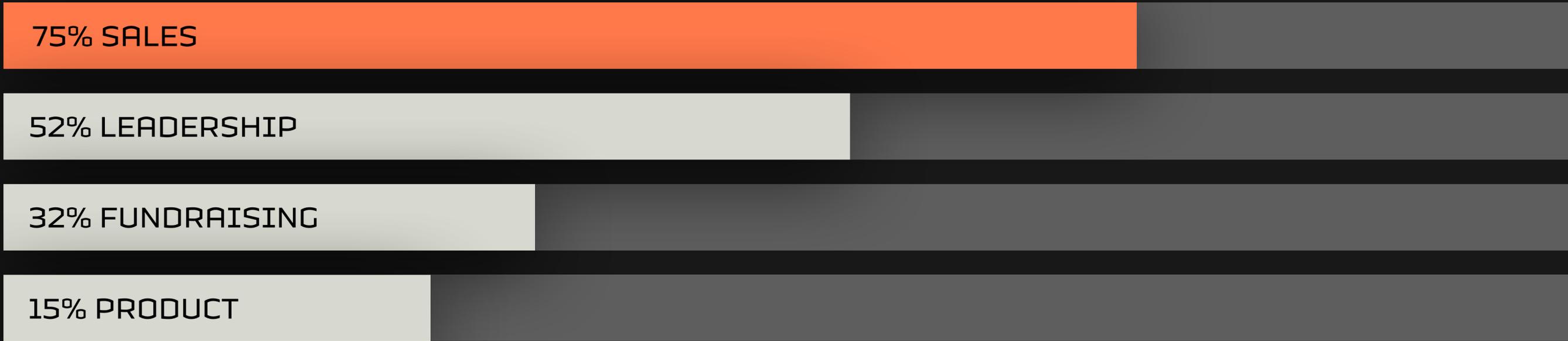
GET TO MARKET VENTURES

2022

Finding Early Customers is where founders feel the most friction

Q: As an early-stage founder, where do you feel you need the most help?

75% SALES



Area	Percentage
Sales	75%
Leadership	52%
Fundraising	32%
Product	15%

52% LEADERSHIP

32% FUNDRAISING

15% PRODUCT

Our “Day 1 Sales Advisory” has been a difference maker for hundreds of startups

OUR IMPACT

120

Clients to Date

400

Customers Matched

99%

Client Satisfaction

FROM THE FOUNDER



Having Get To Market by my side was critical in our early days as a company. The team helped to craft our pitch, build our list of prospects, and negotiate our first contracts. I learned more from them than any investor.



Hubert Laghni
Founder at Violet



Our compensation model indicates that founders will trade equity for our services

TYPICAL CONTRACT

\$15K

Project Fee

+

0.1%

Equity Grant

+

\$50,000

Option in next round

Our model is built for scale

allowing us to support dozens of portfolio companies per year



PEOPLE

Our proprietary process allows us to train new Get To Market (GTM) experts in just 3 weeks



SOFTWARE

We will automate the prospect list creation to customer emails process

Converting to an equity-only model will allow us to take significant ownership with low operational spend

