

GTM

Go To Market strategy Cohort

Workshop Objectives

- Understand the concept and importance of Go-To-Market strategy.
- Identify the ideal customer segment and early adopters.
- Define the customer problem, value proposition and product positioning.
- Conduct basic market and competitor analysis.
- Design pricing, sales and distribution strategies.
- Develop customer acquisition and marketing channels.
- Prepare a 90-day launch roadmap.
- Present a GTM pitch for expert feedback.

Expected Outcomes

- A clear customer segment and user persona.
- A refined problem-solution-value proposition statement.
- Competitor and market positioning map.
- Pricing and revenue model outline.
- Customer acquisition strategy.
- Sales and partnership plan.
- 90-day Go-To-Market roadmap.
- Final GTM pitch presentation.

Day 1: Understanding Market, Customer and Positioning

Theme: From Product Idea to Market Fit

Time	Session	Content	Activity
09:30 – 10:00 AM	Registration and Inaugural Session	Welcome, introduction to JFII GTM Cohort, workshop expectations	Participant introduction
10:00 – 10:45 AM	Session 1: What is Go-To-Market Strategy?	Meaning of GTM, why startups fail without GTM, difference between business plan, marketing plan and GTM strategy	Startup self-assessment
10:45 – 11:00 AM	Tea Break		
11:00 AM – 12:15 PM	Session 2: Customer Discovery and Market Segmentation	Identifying users, buyers, influencers, decision-makers, early adopters, B2B/B2C/B2B2C models	Customer persona worksheet
12:15 – 01:15 PM	Session 3: Problem-Solution Fit	Defining customer pain points, urgency, current alternatives, problem validation	Problem statement refinement
01:15 – 02:00 PM	Lunch Break		
02:00 – 03:15 PM	Session 4: Value Proposition and Positioning	Unique value proposition, differentiation, benefit statement, product category positioning	Value proposition canvas
03:15 – 03:30 PM	Tea Break		
03:30 – 04:30 PM	Session 5: Market and Competitor Analysis	Competitor mapping, substitutes, pricing comparison, market gaps, differentiation strategy	Competitor matrix
04:30 – 05:30 PM	Mentor Clinic 1	Team-wise review of customer segment, problem statement and value proposition	Mentor feedback

Day 2: Sales, Pricing, Launch and Scale

Theme: From Market Fit to Market Entry

Time	Session	Content	Activity
09:30 – 10:00 AM	Recap of Day 1	Review of previous day's learning and deliverables	Team sharing
10:00 – 11:00 AM	Session 6: Pricing and Revenue Model	Cost-based pricing, value-based pricing, subscription, freemium, institutional pricing, pilot pricing	Pricing model worksheet
11:00 – 11:15 AM	Tea Break		
11:15 AM – 12:15 PM	Session 7: Sales Channels and Distribution Strategy	Direct sales, institutional sales, distributors, online channels, partnerships, hospital/school/industry entry	Channel strategy design
12:15 – 01:15 PM	Session 8: Customer Acquisition and Marketing Strategy	Awareness, lead generation, conversion funnel, digital marketing, referrals, events, demos, pilot users	Customer acquisition plan
01:15 – 02:00 PM	Lunch Break		
02:00 – 03:00 PM	Session 9: 90-Day GTM Launch Roadmap	Pilot launch, customer validation, first sales, feedback loop, metrics, growth plan	90-day roadmap creation
03:00 – 03:30 PM	Session 10: GTM Pitch Preparation	Structure of a GTM pitch: customer, problem, solution, market, channel, pricing, launch plan, ask	Pitch deck preparation
03:30 – 04:30 PM	Final GTM Pitch Presentation	Each team presents its GTM strategy	Expert panel feedback
04:30 – 05:00 PM	Valedictory and Certificate Distribution	Summary, next steps, incubation support from IFII	