

GO-TO-MARKET STRATEGY CANVAS



GTM STRATEGY	CUSTOMER			
	Who is your target customer (ICP)? Your specific ideal customer profile	Their problem The specific problem you are solving	Your solution Your solution, product or service	The beneficial outcome The positive tangible benefits. Are these benefits tangible or intangible, direct or indirect? Do you add revenue, reduce expenses, or save them from the front page of the newspaper?
	REVENUE MODEL How will you generate revenue?		COMPETITIVE ADVANTAGE (READ HELMER'S 7 POWERS) Why are you significantly better than the competition? What will become your durable competitive advantage?	

MARKETING AND SALES ENGINE How you will get, keep and grow customers					
What is your GTM Sales Model?		SELF SERVE / PLG	INSIDE SALES	FIELD SALES	CHANNEL SALES
ACTIVITIES TO GENERATE DEMAND & DRIVE CONVERSION			FUNNEL METRICS		
DEMAND	From Unaware to Aware How will you make potential customers aware of you?		What ACTION & OUTCOME will you track and measure?		
			Action Metrics: Outcome Metrics:		
	From Aware to Lead How do you generate leads & convert awareness into interest?		Action Metrics: Outcome Metrics:		
			Action Metrics: Outcome Metrics: ARR		
CONVERT	From Lead to Sale How will you convert a lead into a sale? (all the way through to activation)		Action Metrics: Outcome Metrics: Churn, MAU		
			Action Metrics: Outcome Metrics: ACV, LTV, NRR, Rule of 40		
EXPAND	From Activation to Retention How will you retain customers in the long-term and prevent churn?				

Direct solution

Tangible outcome

Need accepted

Really care

Regtech



Can do nothing/ the same

Many alternatives

Relationship driven

Can't do nothing

Few alternatives

Non- relationship



Indirect solution

Intangible outcome

Need not accepted

Don't care