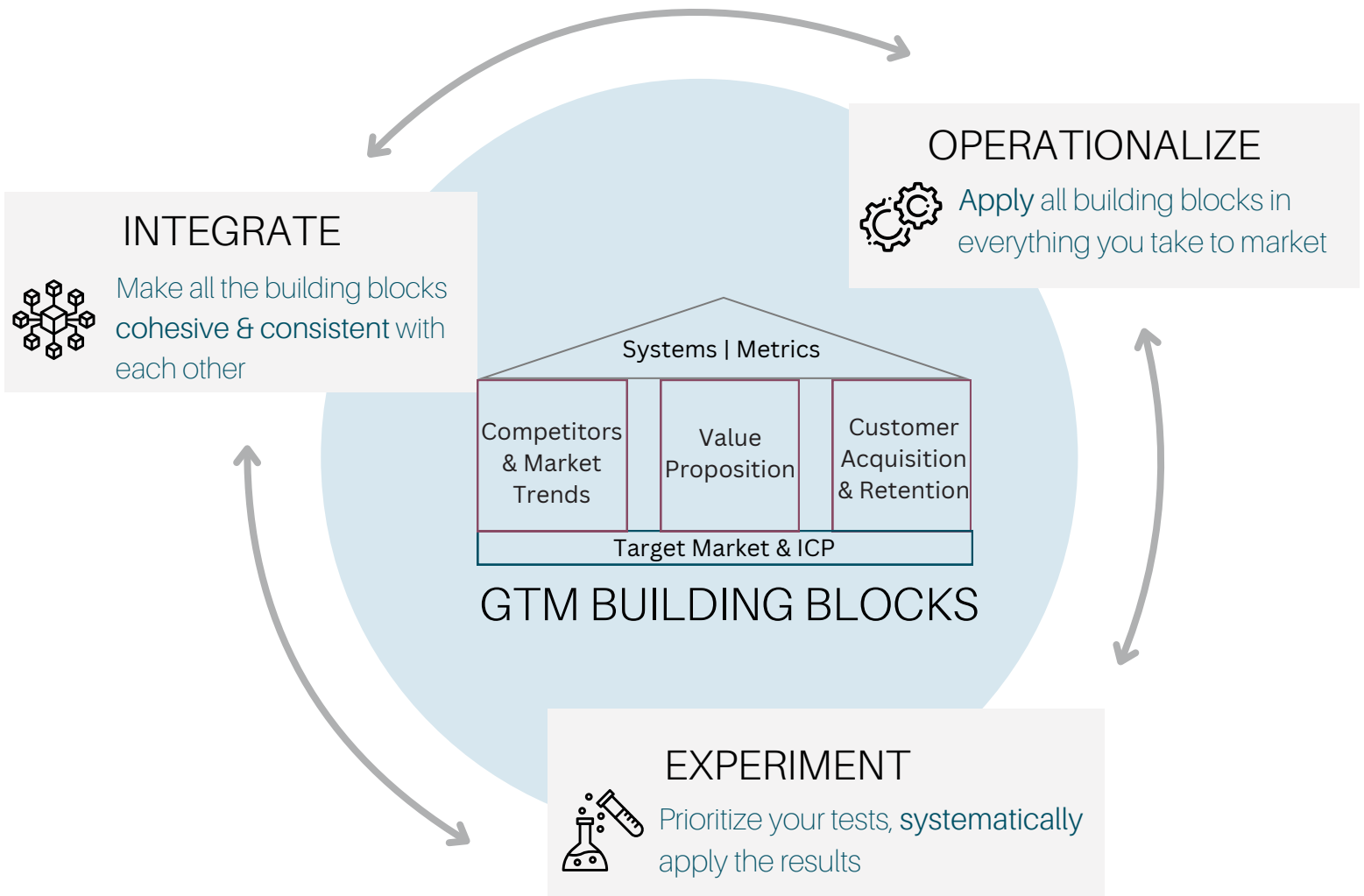


The 5-3 GTM Framework

The scientific approach to successfully go-to-market & win with your product

For technical B2B SaaS founders at Seed & Series A

Who understand that a great product needs world-class GTM to succeed



The scientific, iterative approach to successfully go to market & win

STEP 1 | GTM Building Blocks: Core to everything you do. Use our time-tested [*Checklist of 12 GTM Essentials*](#) to create a solid foundation.

STEP 2 | Integrate: Each part of your GTM strategy must inform and be informed by the other parts so that your strategy is cohesive and consistent.

STEP 3 | Operationalize: Ensure your strategy isn't just theoretical - that it's seamlessly applied to all your operations, so your company lives and breathes it.

STEP 4 | Experiment: Set up a systematic experimentation approach so you test what's most important, integrating results back into your building blocks. This iterative process yields real results quickly.

Case Study

CASE STUDY: HELPING A PRE-SEED MARKETING STARTUP REDUCE CHURN AND GO-TO-MARKET EFFICIENTLY

Problem:

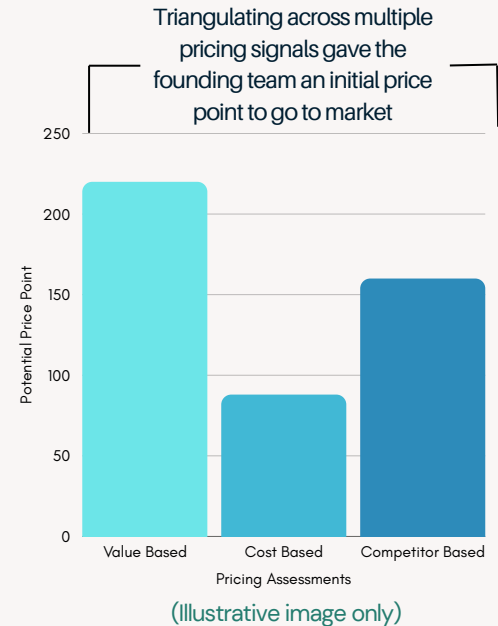
- Startup was generating new leads but their churn rate was close to 90% with some users leaving before a single action

Solution:

- Nail down the niche target market segments & ICP
- Developed pricing strategy that appealed to target market with margin
- Filtered value proposition down to a core message for marketing material
- Created a sales process that prioritized the target customers
- Developed onboarding system to dramatically reduce time to first action and time to value. First time to value down to 2 days from over one week.

Impact:

- Repeat usage increased by 34%
- Churn reduced by more than 55% in the first month
- Projected LTV up by 20+%



**GET YOUR FREE 1-HOUR GTM CLINIC &
SOLVE YOUR GTM HEADACHES**



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Serendib Strategy
Founder / Owner

About Me

If you think there's a lot more potential for your business to grow but you aren't sure how to get there, I can help you achieve it. For over 13 years, I've helped companies from Fortune 500 to startups build & execute winning GTM strategies.

Your GTM issues are solvable!

So why let your talent as a builder go to waste because you didn't get your GTM right? Book your free GTM clinic now.

What Others Have To Say



Mahima Manik
Founder, DataHawk

"Dinuka's session helped me zoom out and focus on the bigger picture; understanding market, consumer behavior and the existing solutions. He broke down GTM in a way that was clear, structured and very actionable."

"Through his guidance and the exercises we did it helped me develop a solid mental framework for how to position my product and approach GTM with right strategy & intention."



Candy Wong
Founder, My Vocation

"Dinuka really has a way of understanding the problems facing a business and how to grow it. He breaks everything down so I can clearly understand his approach."

"He helped level up my go to market approach to find new customers and create a powerful offer for them. And back them up with processes that let me focus on growing my company."