# GO TO MARKET STRATEGY

# TEAM



These are the right people for the job

- Core skills
- o Egocheck
- o Safeguards o Expectations

# EXECUTION



They can realistically hit the next stage

- o Product
- o Fundability
- o Go to market
- o Market
- o Value proposition validation

# STRATEGY



This is a billion-dollar opportunity

- Market
- o Timing
- Ecosystem
- Business Model
- c Competition

At the start

Before money runs out (12-18 months)

Exit plan

# **Go To Market Strategy Mckinsey**

**Rosina Ehmann** 

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