Training Program on Sustainable Natural and Advance Technologies and Business Partnerships for Water & Wastewater Treatment, Monitoring and Safe Water Reuse in India

Go-to-Market Strategy

Prepared by: Martin Wafler, seecon
              Simon Joncourt, seecon

seecon   PAVITR

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Introduction to the authors

Martin Wafler

Senior Project Manager

Martin brings a unique blend of technical and entrepreneurial skills and experiences.

martin.wafler@seecon.ch

Simon Joncourt

Senior Project Manager

Simon is an innovation management specialist focusing on water-related challenges.
simon.joncourt@seecon.ch

seecon international gmbh

Willisau, Switzerland

We are specialised in developing, supporting, and managing innovative projects on sustainable development worldwide. Tailor-made approaches allow us to guide customers in their journey of developing impactful solutions. We are leading the PAVITR business development working group and the workpackage road to market.

https://seecon.ch/

Learning objectives

At the end of this session, participants will:

- Have a clear understanding of what a Go-to-Market Strategy is and its importance in successfully bringing a product or service to market.
- Know what to consider when entering a new market and what the key challenges are.
- Be familiar with the Go-to-Market Canvas as tool to help facilitate and visualise their thinking when taking new products or ideas to market
- Have completed the Go-to-Market Canvas considering the different dimension relevant when bringing new ideas, features or products to market.
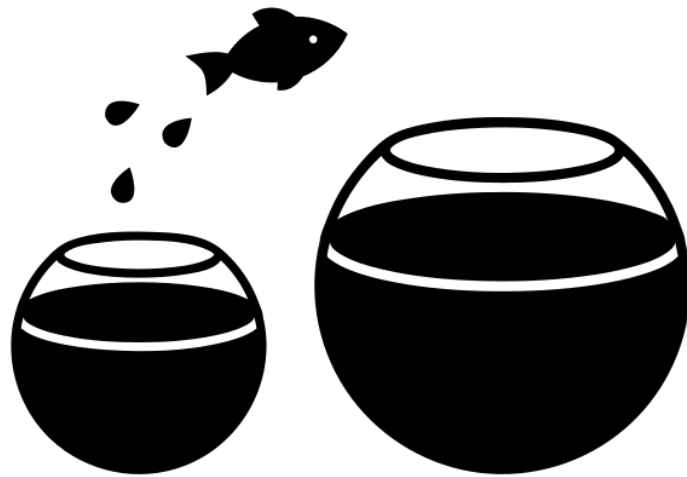
Agenda of the session

Time	Content
5 min	Introduction to the session
10 min	Introduction to the Go-to-Market Strategy
25 min	Introduction to the Go-to-Market Canvas
70 min	Exercise

Introduction to the Go-to-Market Strategy

Challenges of entering new markets

What to be aware of

- **Competition** from established brands
- Lack of **market awareness** may require significant marketing and advertising to generate interest
- Setting the right **price** can be tricky.
- **Supply chain** issues (securing raw materials, production delays, or distribution challenges, availability of specialised spare parts, lack of trained labour, etc.)
- Time-consuming and costly **regulatory requirements** (obtaining licenses or certifications)

*Gilbert Bages from Noun Project*

ALGIE (2021)

Challenges of entering new markets
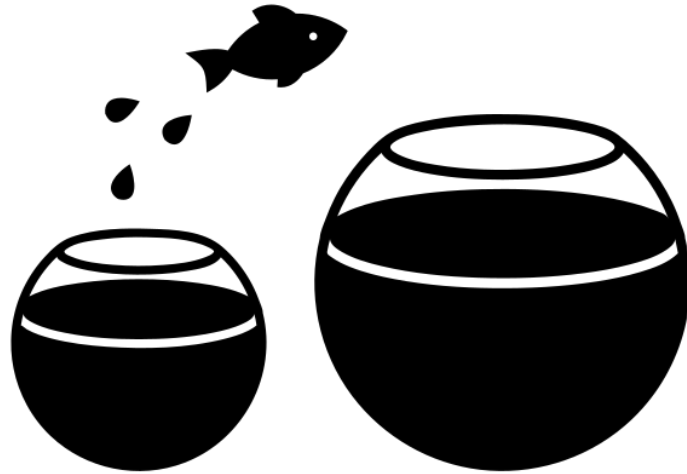
What to be aware of (contd.)

- **Customer adoption** (required behaviour change or social proof)

- **Resource constraints** (financial, human, and time) can impact the successful launch

- **Cultural and language barriers**

- **Marketing and advertising** may require a different approach (adapting messaging and branding to local preferences, etc.)

Gilbert Bages from Noun Project

ALGIE (2021)

What is a GTM Strategy?
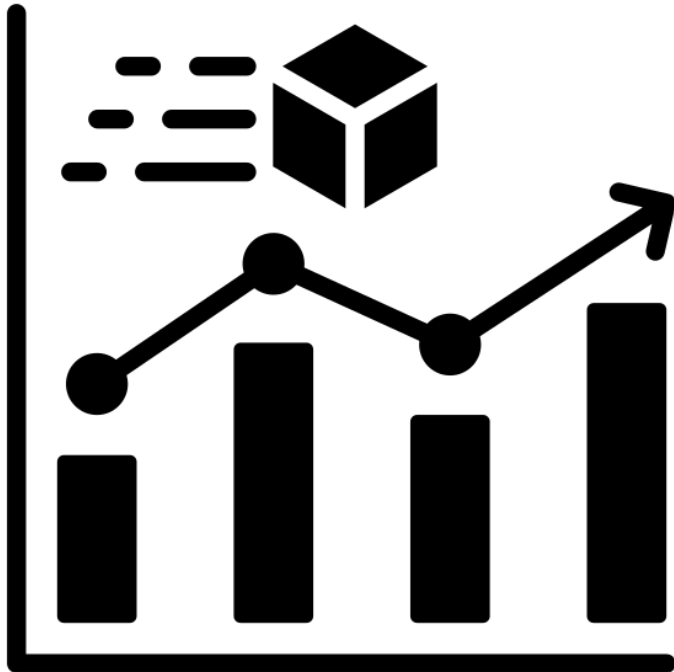
A comprehensive plan that outlines how a company will bring its product or service to market and generate revenue.

It includes a detailed understanding of the target audience, marketing channels, sales tactics, and pricing strategy.
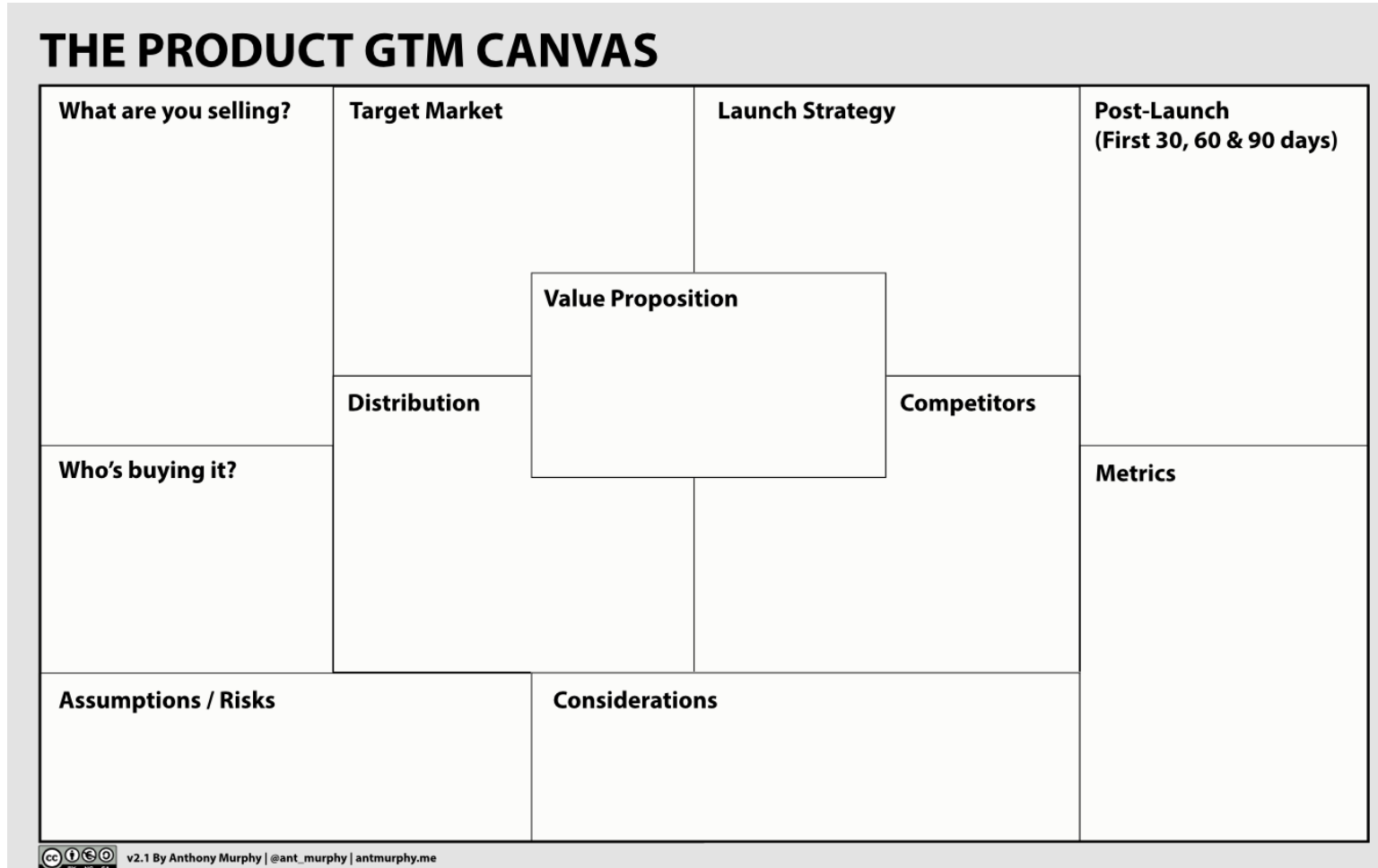
Why a GTM Strategy?

- Minimizes market entry risks

- Increases chances of success

- Helps allocate resources effectively

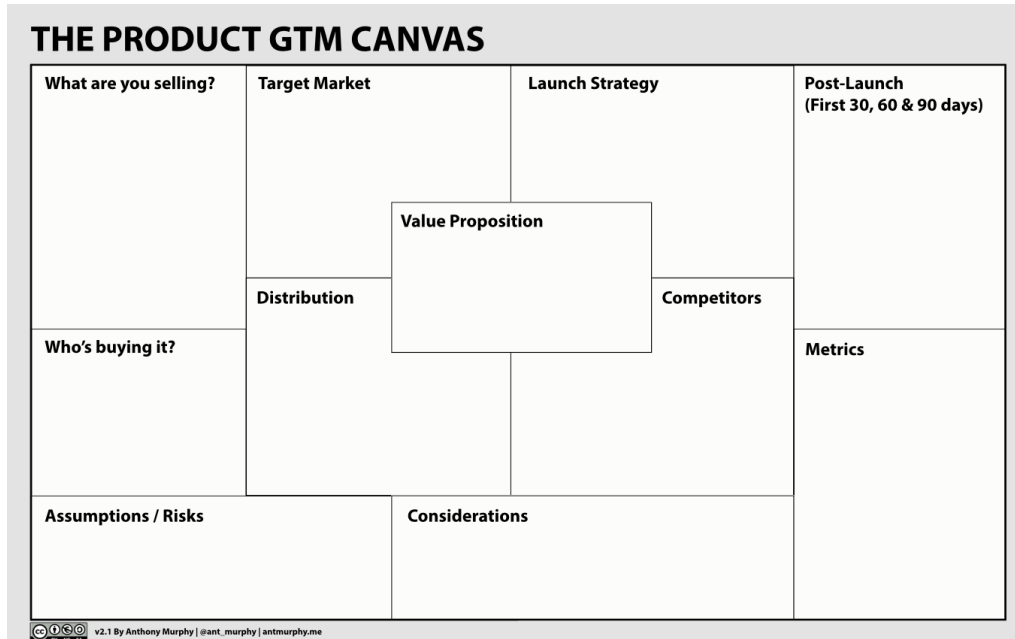- Improves customer engagement

- Provides a roadmap for growth

Alice Design from Noun Project

Introduction to the Go-to-Market Canvas

Sustainable Business Model Canvas

The 10 sections that make up the Product Go-to-Market Canvas

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Go-to-Market Canvas

THE PRODUCT GTM CANVAS

| What are you selling? | Target Market | Launch Strategy | Post-Launch (First 30, 60 & 90 days) |

Value Proposition

Distribution

Competitors

Who's buying it?

Metrics

Assumptions / Risks

Considerations

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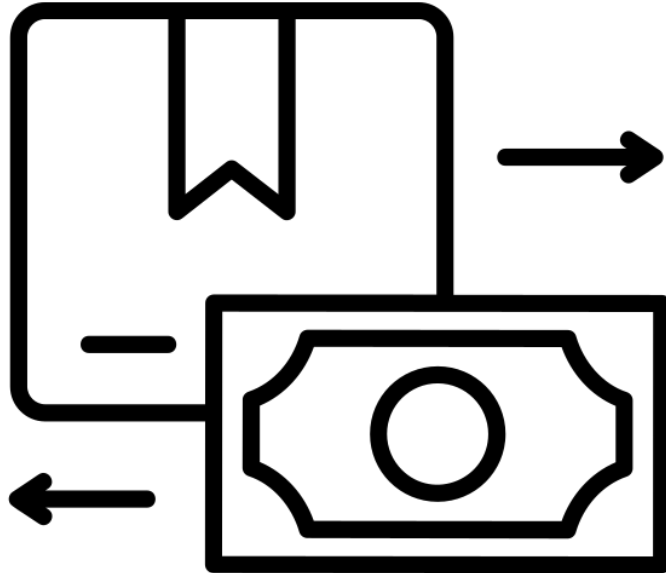
Go-to-Market Canvas

Value Proposition, *Who's buying it?* and *Distribution* have corresponding building blocks in the (Sustainable) Business Model Canvas.

Other sections are unique.

What are you selling?

Prompting questions:

- What is the product?

- What are people buying? What problem is it solving?

- Be specific — what features will it have at launch? How much will you charge?

Bejo Normuklis from Noun Project
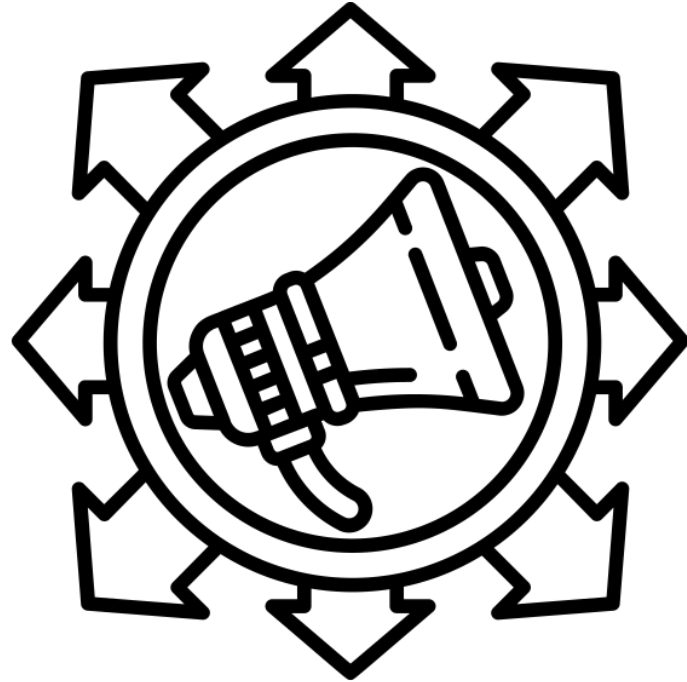
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Who's buying it?

Prompting questions:

- Who are your customers? Customer segments?

- Are there different types of customers? (i.e. a two-sided market)

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Target Market

Prompting questions:

- Who are your target market for launch?

- Who are you specifically not targeting at launch?

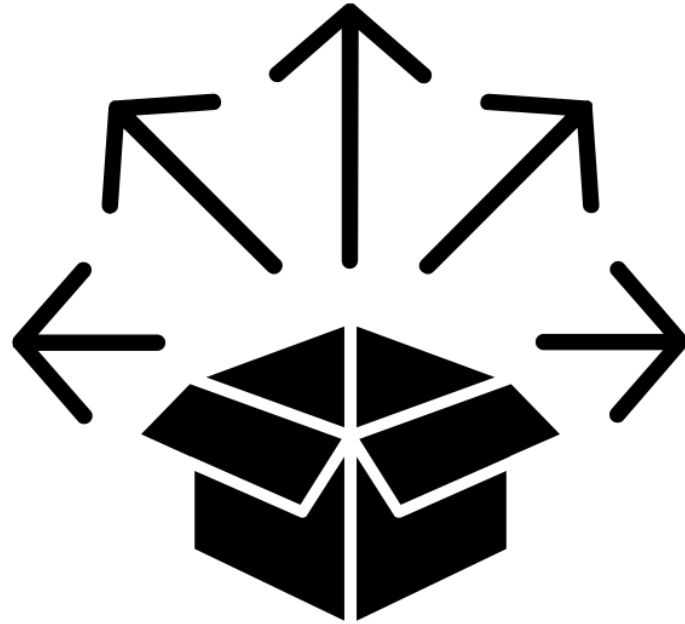*tezar tantular from Noun Project*

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Value Proposition

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Prompting questions:

- Why should people buy your product?

- What is your market differentiator? What makes you different from competitors?
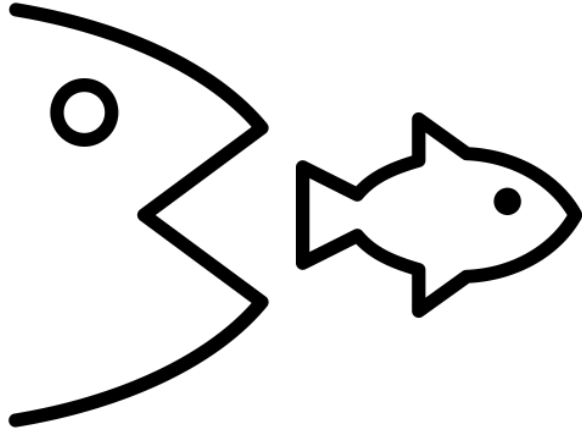
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Distribution

Prompting questions:

- How do you plan to reach your target customers?

- Where will your customers buy your product?

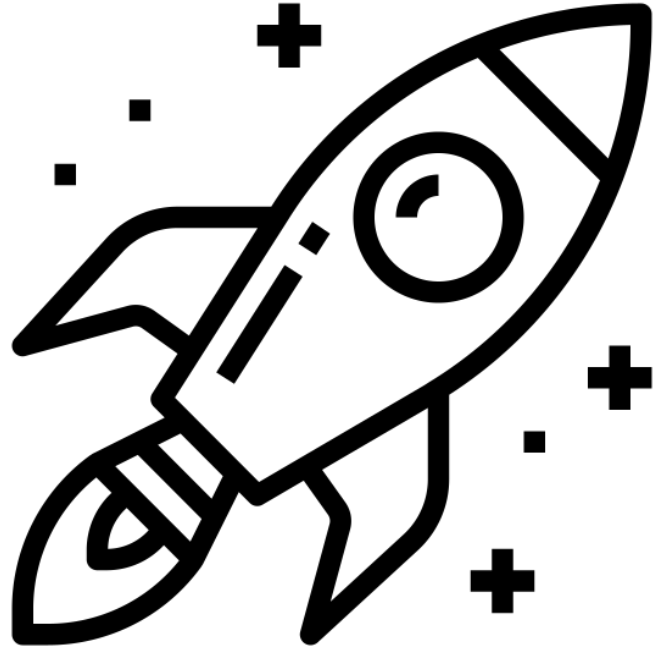- Do you have a marketing distribution strategy?

AHMAD SIDIK from Noun Project

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Competitors

Prompting questions:

- Who are they?

- What are they doing?

- What risks do they pose?
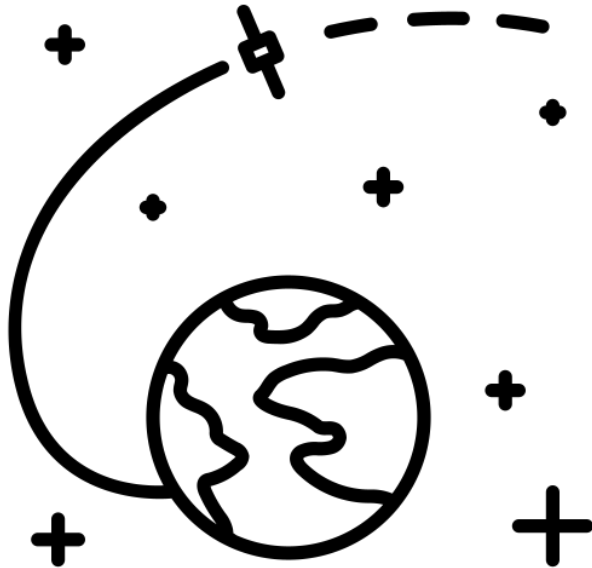
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Launch Strategy

Prompting questions:

- What is your launch strategy?

- Do you plan to launch to the entire market (big-bang) or will you have a staged release?

- Beta? Pilot?

monkik from Noun Project

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Post-Launch (First 30, 60, 90 days)

Prompting questions:

- What is your post-launch strategy?

- What are the critical things that need to happen in the first 30 days? 60 days? 90 days post-launch?

- What's your customer engagement plan for those first 30, 60, 90 days?

- Do you have any specific Marketing strategies during this period?

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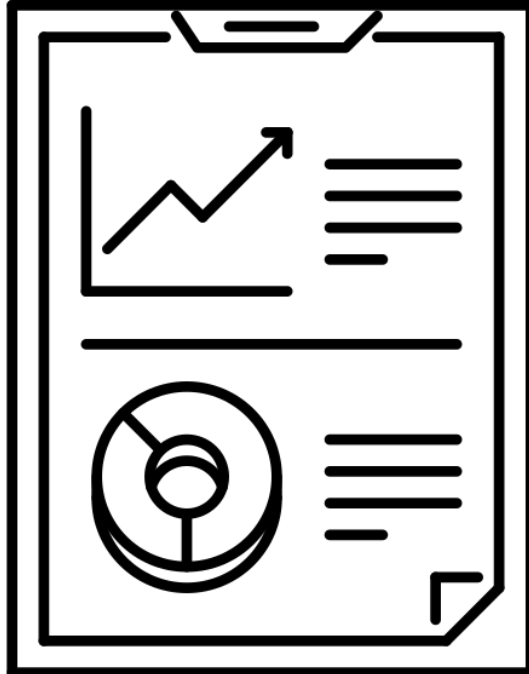
Metrics

Prompting questions:

- What needs to be true at the end of the first day? Week? Month? Quarter?

- What signals would indicate that these are true? How do you intend to measure these?

- What key outcomes (metrics) will you be tracking post-launch?

lastspark from Noun Project

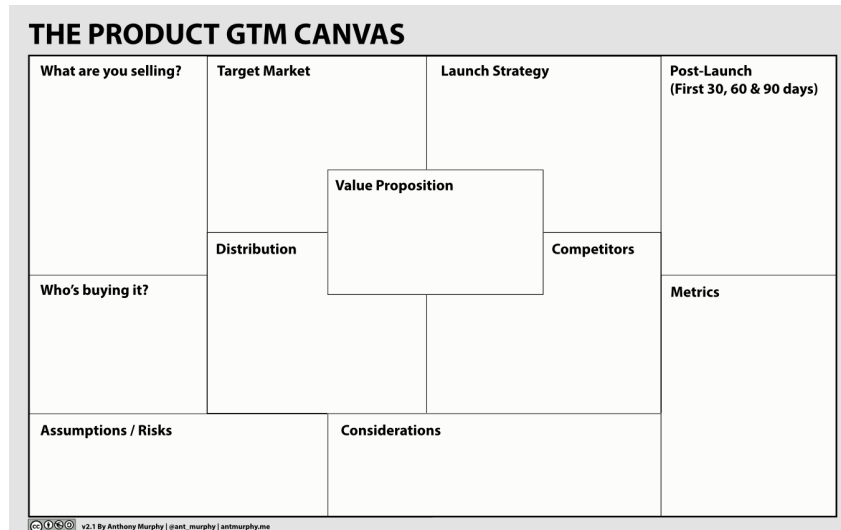*MURPHY (2023)*

Assumptions/Risks

Prompting questions:

- What assumptions are you making about this GTM strategy?

- What risks are we taking with the current approach?

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Exercise

Exercise

THE PRODUCT GTM CANVAS

What are you selling?	Target Market	Launch Strategy	Post-Launch (First 30, 60 & 90 days)
	Distribution	Value Proposition	Competitors
Who's buying it?			Metrics
Assumptions / Risks	Considerations		

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Go-to-Market Strategy Canvas

Based on www.businessmodelgeneration.com

What to do

- Individually, fill out the Go-to-Market Strategy Canvas on the base of the provided information material

- Start with describing what your are selling (= product or service), identifying and defining who's buying it (= your Customer Segments) and the unique value or benefits (= Value Proposition) that your products or services offer to each customer segment.

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References

- ALGIE, Ch. (2021): What to consider when entering a new market and the key challenges. URL: https://www.fibonatix.com/resources/4-challenges-to-be-faced-and-overcome-when-entering-a-new-market/ [Accessed: 27.04.2023]

- MURPHY, A. (2023): The Product Go-to-Market Canvas. URL: https://drive.google.com/file/d/1uBqbv1ieFgYp3q7k6fbtdnFKg3n8Wj-J/view [Accessed: 27.04.2023]

Credits

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