Go-to-Market

Target Market

- **B2B SaaS** companies
- **High-touch** integration products
- $10K+ deals

Go-to-Market

- Inside sales
- **Bad CAC/LTV ratio**

- **Low-touch**
- Bottom-up
- **Distribution through marketplaces** (e.g., AppExchange)

glu.

Current Status - glu 1.0