

Working Backwards from 2030 Vision

Each step enables the one above it

📌 **Key Insight:** To reach 10% market share by 2030, start TODAY with a 3-person AI-powered SWAT team



10% Market Share in Videoconf

2030

From <1% to 10% share. This requires owning multiple segments with proven product-market fit.



which we do by...



Proof of PMF in 1 Beachhead Segment

2026

Dominate one vertical (Tech, Finance, or Healthcare) with **reference customers who evangelize** our solution.



which we do by...



Land 1 Major Beachhead Client

2025

Secure a client with >5,000 employees in target vertical who becomes our **co-creation partner** and reference.



which we do by...



Build Trust Through Our Promise

Q3-Q4 2025

"Cisco won't care about your segment like we do" - Position as their **innovation partner**, not another vendor.



which we do by...



Deliver Value in 2 Weeks

Q1-Q2 2025

Show we work differently. **Solve their #1 pain point** before competitors finish their discovery calls.



which we do by...



Form AI-Powered SWAT Team

NOW

The Team: 1 AI-savvy Engineer + 1 Rapid Designer + 1 Customer-obsessed PM

The Power: 2-week sprint authority + Direct customer access + AI tools for 10x productivity

Why This Approach Works

- **Speed Advantage:** 2-week turnaround is 10x faster than enterprise vendors
- **Focus Advantage:** Cisco/Logitech can't dedicate resources to niche segments
- **AI Advantage:** Small teams can now deliver enterprise-scale impact
- **Trust Advantage:** Beachhead clients become co-creators and evangelists



Bottom Line: Start TODAY



Form a 3-person AI-powered SWAT team with full authority to solve customer problems in 2 weeks.

This proves you're fundamentally different from slow-moving incumbents.