

2023-03-15

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If you scale marketing and sales immediately after MVP, you will create two problems. First, you will have put layers (people) between yourself and the market. Doing so costs valuable capital.

Second, you will introduce *filtering*. In the absence of tried, tested, and proven value propositions and sales processes, the people you've brought in

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Donation amount	3uwyejhdseh
Contriubtion to fundraising costs	uejhdsnxwj
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