

Beton Project – Section 5: Target segments, regulations & JTBD analysis

This PDF corresponds to Section 5 of the expanded markdown in ChatGPT. It describes Beton's early focus on 1–2 person B2B sales teams as a wedge segment, as well as the more complex, regulation-driven enterprise segments that require on-prem deployments. The section leverages Advanced Jobs-To-Be-Done (AJTBD) thinking to connect these segments to the real jobs sales teams are trying to get done between discovery and closing.

It explains how regulated industries—such as finance, healthcare, and certain public-sector organizations—are constrained by GDPR and other sector-specific rules. These customers often cannot safely or comfortably rely exclusively on multi-tenant SaaS CRMs and enrichment tools, which regularly move data out of their controlled environments. Beton's on-prem/BYOK model and transparent data-flow design are positioned as a direct response to these constraints.

The section also digs into the specific mid-funnel jobs sales teams perform, like shaping opportunities, building internal consensus, and navigating legal and procurement. By tying those jobs to Beton's features, it shows how the product can support not just top-of-funnel lead generation but the entire path from discovery to close. This is an important foundation for future positioning and for designing features that truly matter to AEs and RevOps.