

Beton Project – Section 7: GTM, sales, and fundraising context

This PDF corresponds to Section 7 of the expanded markdown in ChatGPT. It describes Beton's current traction, including paid pilots with small B2B teams, a logistics company, and a corporate VC that plans to BYOK and promote Beton to hundreds of founders. It also outlines your short-term GTM priorities, such as unifying app navigation, successfully completing pilots, and finding help with integrations.

The section explains how you are using channels like Twitter, LinkedIn, and Substack to build an audience and attract early adopters. It also clarifies why Instagram is less relevant for this specific B2B, infrastructure-oriented product. Your explicit asks—to engineers, sales agencies, VCs, and accelerators—are documented so that anyone reading this can understand where external leverage is currently most needed.

Finally, Section 7 ties your GTM thinking to frameworks like YC's Startup Library, Running Lean, the Innovator's Dilemma, Founding Sales, and learninglate.substack. This anchors Beton's go-to-market strategy in proven mental models rather than pure improvisation. It also makes the section useful as a context packet for potential cofounders, advisors, and early employees who want to understand how you're approaching growth.