

The challenge: Build a Startup GTM Agent

The Founder's Dilemma: A great idea is not enough. The path from concept to market leader is littered with startups that failed to connect with the right customers, with the right message, at the right time.

Your Mission: Your challenge is to build the "Startup GTM Agent," a specialized, autonomous agent designed to solve a critical go-to-market problem for a startup founder. Your agent must not only generate marketing assets but also help your chosen founder **decide on the most effective GTM strategy** before executing it.

The Applicant (Accelerator-Bound Founder)

Scenario: You are a founder preparing to apply to a highly competitive accelerator like Y Combinator or Techstars. You have a solid MVP, but you know your application needs a compelling and well-researched GTM plan to stand out. You need to demonstrate a deep understanding of your market and a credible plan for achieving rapid, early traction.

Agent's Mission (The "Accelerator Pitch Agent"): Your agent's primary goal is to arm the founder with a concise, data-driven, and persuasive GTM strategy that will impress accelerator admission committees.

Y Combinator

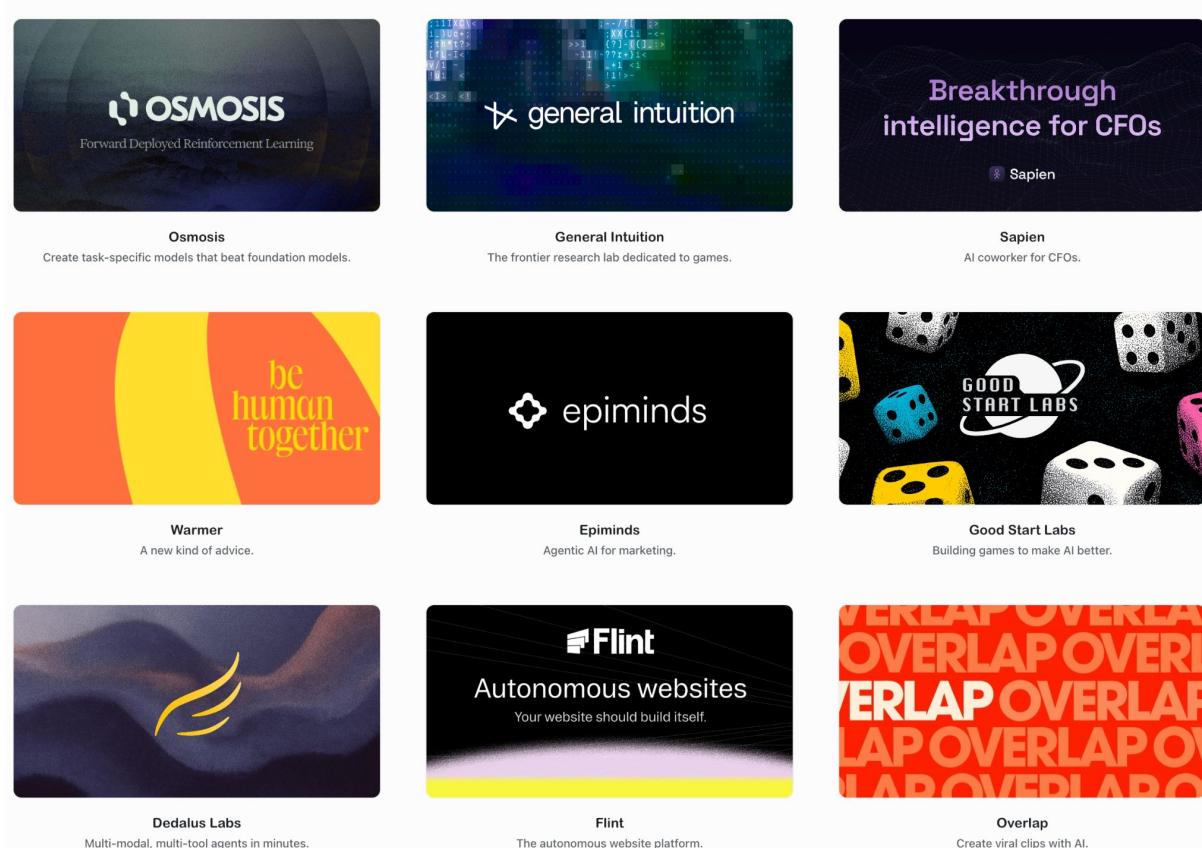
Make something people want.

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Analysis & Strategy (The "Which"): The agent must help the founder refine their message and strategy for an investor audience. It should analyze the market landscape, identify key competitors, and help the founder articulate a unique value proposition and a defensible GTM "wedge" to win their first 1,000 users.

Execution & Assets (The "What"): The agent must generate an "Accelerator Application GTM Package" – a set of clear, concise assets that can be directly used in the application.

The Innovator (Early-Stage Founder)



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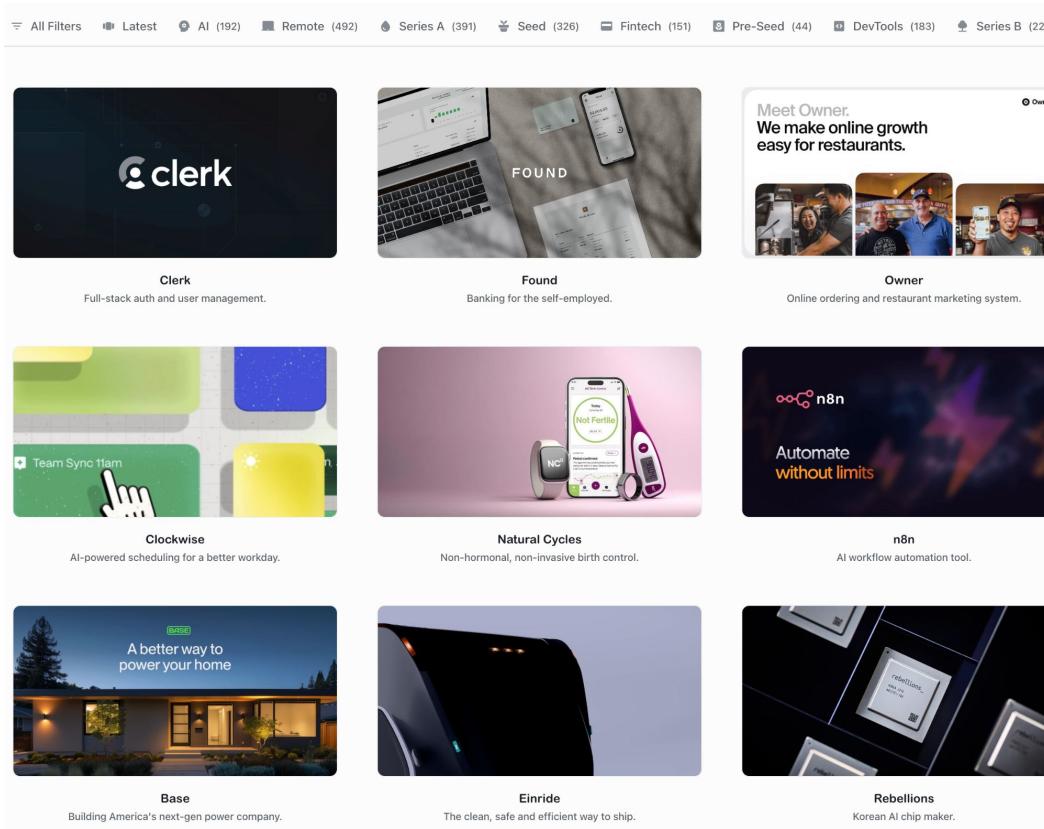
Scenario: You are an early-stage founder with a groundbreaking product idea. You've built a prototype, but you have no customers and limited resources. You're fighting the "build it and they will come" fallacy and need to validate your idea with a real market before you write another line of code.

Agent's Mission (The "Launchpad Agent"): Your agent must help the founder discover and validate their initial GTM strategy. The key challenge is not just execution, but **analysis and recommendation**.

Analysis & Strategy (The "Which"): The agent must analyze the founder's raw product idea and target market assumptions. It should then identify the Ideal Customer Profile (ICP), propose several potential GTM models (e.g., Product-Led Growth, low-touch sales, community-led), and recommend the most viable one for a seed-stage company.

Execution & Assets (The "What"): Based on the chosen strategy, the agent must generate a "Founder's Launchpad Kit" designed for market validation and attracting the first 100 users.

The Scaler (Growth-Stage Founder)



Scenario: You are the founder of a startup with a proven product and a small, dedicated customer base (Product-Market Fit achieved!). Now, you're facing the "leaky bucket" problem. Growth has plateaued, and you're unsure which marketing channels or strategies to invest in to reach the next level.

Agent's Mission (The "Growth Playbook Agent"): Your agent must act as a strategic advisor, helping the founder identify and capitalize on the most promising growth opportunities.

Analysis & Strategy (The "Which"): The agent will analyze the startup's current customer data and market position. It should then identify and prioritize the most impactful growth strategies. For example, should the focus be on inbound marketing to generate more leads, or building an outbound sales team to close bigger deals?

Execution & Assets (The "What"): Once a growth strategy is selected, the agent will generate a "Growth Playbook" with the assets needed to execute a new campaign.

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