

Go-To-Market

Go-to-Market Strategy – Phased

Secured first Partnership with the historian of the Syed Family to offer it to the whole Syed Family Network who are regular buyers of the family history book of the past 6 editions.

Year 1

1

Develop & Validate

- Build core product, achieve maturity
- Seed initial networks for feedback & validation

Year 2

2

Monetize & Expand

- Launch/refine premium tiers
- Expand outreach to diaspora hubs &

Year 3+

3

Scale Globally

- Unleash network effects
- Scale marketing & partnerships