

Heonix Go-to-Market Strategy (Q4 2025)

Positioning and Key Message

Heonix is positioned as the first mainstream living archive for career achievements, a dedicated web app for professionals to log accomplishments, reflect on growth, and confidently tell their career story. It fills a clear gap in the market; today, many people rely on ad-hoc solutions like scattered notes, spreadsheets, or simply forget their wins, leading to anxiety at review or job-hunting time. By contrast, Heonix offers a structured, habit-forming way to capture everything you accomplish, big or small so nothing gets lost.

The core message is: “Never forget your wins – Heonix keeps your career achievements at your fingertips.” This tagline underscores how Heonix supports users’ mental readiness and confidence. Unlike generic note apps or LinkedIn posts alone, Heonix focuses entirely on personal career tracking and turns it into tangible proof of one’s professional journey.

Our positioning highlights Heonix as your career companion that empowers you to grow, self-advocate, and never lose track of what you’ve achieved. We will emphasize that Heonix is to your career what fitness trackers are to health, a must-have tool for continuous improvement and self-awareness in the workplace.

Target Audience & Segmentation

Heonix’s go-to-market will target ambitious individual professionals who feel the pain of unrecorded achievements. We’ve identified three primary segments and will tailor messaging to each:

Early-Career Professionals (1-5 years experience)

Young employees eager to advance who often feel caught off guard during performance reviews and struggle to recall their contributions. For example, Tolu, a 27-year-old marketing coordinator, feels her daily work goes unnoticed and wants more confidence when discussing her impact. Heonix for early professionals is messaged as a confidence booster and promotion prep tool to track your growth and never scramble at review time. We’ll reach this group on platforms they frequent, like LinkedIn, career blogs and highlight how Heonix eases impostor syndrome by celebrating small wins regularly.

Freelancers & Gig Workers

Independent contractors who need to showcase their portfolio of projects and client success stories to land new jobs. For instance, Michael is a 34-year-old freelance designer who has work scattered across emails and files and says, *“I need something that helps me track my wins and show my value fast.”* Heonix will be promoted to freelancers as a digital brag book to easily log projects and testimonials, so they can quickly assemble proof of results when pitching to clients. Marketing to this segment will leverage

freelance communities like LinkedIn groups, Reddit, freelancer forums and emphasize saving time and winning higher-paying opportunities by having an up-to-date archive of successes.

Career Switchers

Mid-career professionals pivoting to new fields must reframe their past achievements as transferable skills. Jennifer, 41, transitioning from customer service to HR, notes, *“It’s hard to explain my experience in the language of my new field.”* For this group, Heonix is a clarity tool to understand your strengths and translate your experience when changing careers. We’ll reach them through LinkedIn Learning communities, career coaching programs, and content on making career transitions, like blog posts, webinars. The messaging will focus on Heonix’s tagging and filtering features to discover patterns in one’s accomplishments and build confidence in a new direction.

By defining these personas, our GTM activities, from ad targeting to content topics, will be sharply focused. We’ll prioritize LinkedIn as a primary channel, since all these segments actively use LinkedIn for professional networking. With LinkedIn now over 1 billion members worldwide, including the exact audiences above, it’s the ideal platform to connect with early adopters in a professional context.

Unique Selling Proposition (USP)

“Your career wins, organized and amplified.”

Heonix’s USP is that it combines habit-forming personal journaling with professional networking in one solution. It stands apart from both generic journaling tools and social networks by offering an integrated way to capture achievements and leverage them when it counts. Key points that define our USP include:

Integrated Habit Coach

Heonix isn’t just a static log; it actively helps you build the habit of recording accomplishments. Lightweight features like weekly reminder nudges (e.g. what’s one thing you accomplished this week? Add it to Heonix!) and streak counters reward consistent logging. For example, after 4 weeks of continuous entries, users earn a fun badge like 1 Month Achievement Streak, a small dopamine boost that keeps them coming back. This gamified encouragement is something a spreadsheet or notebook can’t offer, turning achievement-tracking into a motivating routine.

Powerful Tagging & Organization

Every entry in Heonix can be tagged by skill, project, client, or any custom category. This means your accomplishments are not just stored, they’re organized for action. When it’s time for a performance review or job interview, a user can instantly filter, say, all achievements tagged leadership or Q3 2025 and get a tailored list to discuss. This built-in structure directly addresses the pain of digging through notes. Heonix makes it effortless to retrieve the right proof points on demand, far beyond what a simple notes app offers.

Seamless Sharing to LinkedIn

The moment a user logs a new win, Heonix can generate a polished snippet and prompt them to share their win on LinkedIn with one tap. This unique integration turns personal achievement tracking into public personal branding. Users get to celebrate their progress with their network thereby boosting their visibility and pride, and Heonix gains organic exposure as each shared post subtly advertises the platform to the user's connections. No competitor or manual brag document has this network effect built in. It's a virtuous cycle, your success story inspires others and spreads Heonix at the same time.

Instant Export & Leverage

Heonix treats your data as your property. With one click, users can export a beautifully formatted PDF report of their accomplishments. Imagine walking into a review with a ready-made summary of your year's work, or attaching a polished accomplishment sheet to a job application. Heonix makes that possible from day one. This immediate tangible output is a wow factor that builds trust; users know they can always get their data and it provides value even outside the app. It's like having a personal report writer on demand, a feature rare in MVP-stage products.

Secure Personal Archive

We emphasize that Heonix is a private space for sensitive career notes, 100% owned by the user. All entries are private by default, unlike social networks and stored securely, with sharing entirely optional and controlled by the user. This gives professionals peace of mind to log even confidential achievements, sanitized as needed, without fear. Security and privacy are table stakes that we treat as a USP component, given our professional audience, a differentiator from ad-supported platforms.

In summary, Heonix's USP is delivering immediate personal value (habit + organization + export) while also enabling long-term professional growth (confidence, preparedness, and networking). The tagline we'll reinforce is "capture your wins in real time, and be ready for any opportunity. Heonix uniquely marries the daily discipline of journaling with the career-boosting benefits of having your achievement portfolio on hand.

Marketing and Launch Plan

To reach our target users and drive adoption, we will execute a multi-channel marketing plan in Q4 2025 that combines digital marketing, community engagement, and product-led growth tactics. The focus is on meeting professionals where they already are and leveraging the product's built-in virality. Key components of the launch plan include:

LinkedIn Content & Ads

LinkedIn will be our flagship channel. We will create a Heonix LinkedIn Page and publish valuable content geared toward our personas, for example, articles like 5 Tips to Ace Your Year-End Performance Review or infographics on the benefits of keeping a brag book of achievements. These posts will subtly introduce Heonix as the solution, some sort of soft sell and use relevant hashtags like #CareerGrowth, #AchievementUnlocked, etc. We'll also share user success stories from early beta users who achieved a promotion or landed a client by using Heonix to build social proof.

In addition, we'll invest in targeted LinkedIn Sponsored Content ads aimed at our segments, for example, targeting early-career professionals by job title and years of experience with messages about beating review anxiety, or targeting freelancers with messages about easily creating case studies from past projects.

Since LinkedIn allows precise professional targeting, we can efficiently reach users like marketing coordinators in tech, freelance designers, or people with open to new opportunities on their profiles.

KPIs: We will monitor LinkedIn engagement (views, likes, shares on our content), click-through rates on ads, and conversion to sign-ups from these campaigns. The goal is to achieve, for instance, 50,000 impressions and 5,000 landing page visits from LinkedIn in the first 4-6 weeks, resulting in at least 1,000 sign-ups from this channel.

Share Your Win Viral Campaign

We will kickstart Heonix's built-in viral loop by encouraging new users to share their achievements on LinkedIn through the app. At launch, we'll initiate a campaign #MyWin2025 Challenge where users are prompted to post one accomplishment from the year to LinkedIn via Heonix and tag three colleagues to do the same.

We'll make this fun by designing an appealing share card with Heonix branding and a motivational quote or stat about career growth that gets attached to each LinkedIn post made through our app. By leveraging users' networks, this campaign turns our early adopters into evangelists.

To seed it, we will partner with a handful of friendly LinkedIn career influencers, popular career coaches or motivational professionals on LinkedIn, give them beta access and ask them to share their wins publicly using Heonix. Their participation will both demonstrate the app in action and lend credibility.

KPIs: Track the number of shared posts made via the app and the referral traffic/sign-ups coming from those posts, we can use unique referral codes or landing pages. We will aim for 1000+ LinkedIn posts shared through Heonix in the first month, and a 10% conversion rate of viewers of those posts clicking through to our site. This metric ties directly to our viral growth hypothesis that delighted users sharing to LinkedIn will attract new users.

Content Marketing & SEO

Beyond LinkedIn, we'll produce longer-form content to educate and attract users via search engines and other platforms. Our team will publish blog articles on our website and Medium. Topics include "How to Keep a Brag Document and Why It Boosts Your Career", Top 10 Accomplishments to Track for Your Next Promotion, or From Anxiety to Confidence: The Habit of Recording Achievements. We'll incorporate relevant keywords and search phrases like track work accomplishments app, performance review preparation tool to rank in search results.

We will also reach out to career-centric newsletters and blogs such as The Muse, Forbes Careers, or popular Substacks on professional growth to feature guest posts or mention Heonix as a new tool. For

instance, a story like New App Aims to Cure Performance Review Panic pitched to a site like Fast Company or TechCrunch could generate buzz.

KPIs: Blog traffic and sign-ups attributed to content. We aim to have at least 5-7 high-quality articles published by launch, garnering a few thousand reads, and secure 2-3 media mentions or guest posts in Q4. Success would be measured by referral traffic from these pieces and an increase in organic search impressions for our targeted keywords.

Professional Communities & Partnerships

We will tap into existing communities where our target users seek advice. This includes participating in LinkedIn Groups such as groups for young professionals or industry-specific career groups by sharing tips not spamming, but genuinely engaging and subtly introducing Heonix where appropriate. We'll also engage on forums like Reddit, subreddits like r/careeradvice, r/GetMotivated and Slack communities for tech workers or freelancers.

For example, we might host an "Ask Me Anything" in a popular career Slack group about tracking achievements and mention our app. Additionally, to add credibility, we plan light partnership outreach to career coaches and HR consultants, offering them free access and suggesting Heonix as a tool for their clients. If they find value, their word-of-mouth could bring in users, some may even become affiliates or evangelists. We may also partner with a platform like Product Hunt for our launch, submitting Heonix to reach early adopters in the tech community, many of whom fit our persona of career-aware professionals. A successful Product Hunt launch in Q4 can provide initial user momentum and user feedback.

KPIs: Track sign-ups coming from community sources, we can provide special links or codes for each community to measure. We aim to engage in at least 10 communities and drive a few hundred sign-ups through these channels combined. A Product Hunt goal is to finish as a top 5 product of the day, translating to perhaps 500+ upvotes and 200+ sign-ups from that launch.

Email Marketing & Waitlist Nurturing

Prior to full launch, we will open a waitlist on our website, starting in early Q4 2025 where interested users can sign up to be notified. We'll use a drip email campaign to keep these potential users warm: sharing sneak peeks and tips like did you know 70% of professionals forget achievements by review time? here's how Heonix helps. Once we launch, we'll send a personalized invitation for them to join and log their first win.

For new sign-ups, we'll also implement a short onboarding email series:

Day 1: Welcome with a quick guide

Day 3: Check-in ("Here's how to tag entries for maximum benefit")

Day 7: Testimonial or use case for inspiration, etc.

These emails will reinforce the habit formation for example, if after a week a user hasn't logged something, a friendly nudge: "Reflect on your week and add one accomplishment to Heonix – you'll thank yourself later!").

KPIs: Email open and click rates, and conversion of waitlist to active users. For instance, target a 20% waitlist-to-active conversion in the first week of launch and maintain email open rates above 40% given the career-focused content.

Experiential & Timely Events

We'll align our launch with seasonal opportunities. Q4 is perfect because many companies conduct annual performance reviews in late Q4 or early Q1. We'll capitalize on this by hosting a live Year-End Achievements Workshop in form of webinar or LinkedIn Live event in November.

In this virtual event, we'll invite an HR expert or career coach to discuss how to effectively summarize your year's accomplishments, naturally demonstrating how Heonix makes it easier. Attendees will be prompted to sign up for Heonix as part of the workshop perhaps even doing a live demo of adding an entry.

We'll promote this event on LinkedIn and via email. Additionally, we might do small offline meetups or sponsorships: e.g., sponsor a local young professionals meetup in major cities like Toronto, New York where we provide a short talk on career journaling and hand out invites or QR codes to download/sign up for Heonix.

These grassroots tactics can create personal connections and word-of-mouth among our core users. **KPIs:** Event sign-ups and post-event conversions. For example, aim for 100 webinar attendees with at least 30% converting to users immediately. For any sponsored meetup, track how many sign-ups result from that event via unique QR codes or links.

Product In-App Promotions

Within the product, once users sign up, we'll encourage engagement and referrals through subtle in-app messages. For example, a Mindset Challenge badge for new users, log 5 achievements in your first two weeks to earn a Fast Starter badge, with an option to share that badge on LinkedIn or Twitter.

We will also include an in-app invite feature, for example invite a colleague, prompt after a user has logged 3 entries, suggesting they bring a friend onboard, perhaps offering both parties a little incentive, like early access to a new feature or simply the intrinsic reward of helping a friend succeed. While this is more product-led growth than external marketing, it's part of the GTM to seed our user base growth loops.

KPIs: internal metrics like % of users who complete the 5-entry challenge, number of invites sent per user, and conversion of invites to new sign-ups. Success here would look like, e.g., 20% of new users invite at least one other person in the first month.

Overall, our launch plan balances broad awareness LinkedIn ads, content marketing, PR with community and viral tactics that leverage our users' enthusiasm. We have clear, quantifiable goals for each channel to ensure we can measure success. By the end of Q4 2025, our objective is to have a core base of engaged users, 10000+ sign-ups with at least 30% logging weekly, and enough buzz in professional circles that Heonix is recognized as the new go-to tool for career-driven individuals.

Post-Launch Optimization and KPIs

Following the launch, we will aggressively monitor performance and optimize both the product and marketing tactics. Our approach is data-driven and iterative, ensuring we double down on what works and swiftly fix what doesn't. Key KPIs we'll track include:

- **Adoption & Activation:** Number of new sign-ups and the rate of onboarding completion. Specifically, the percentage of new users who log their first achievement within the first day of sign-up (activation rate). We're aiming for a high activation (e.g. *>50% log first entry on day 1*) by keeping the app friction low. If this metric falters, it signals us to improve onboarding UX or guidance.
- **Engagement & Habit Formation:** We will look at Weekly Active Users (WAU) and the consistency of logging. A north-star metric is the % of users who log 3+ achievements per week, indicating habit formation. For instance, if 25% of all users are hitting 3+ entries per week by 8 weeks in, that's a strong early sign. We'll also measure streak lengths and the effect of reminders ie do our weekly prompts result in a spike of log-ins on those days? If engagement is lower than expected (e.g. users drop off after 1-2 entries), we'll experiment with different tactics: perhaps adjust the frequency or tone of reminders, add more variety to the "delight" features like new badge types, or simplify the entry process further. A/B testing will be employed for example, testing two versions of the reminder email copy to see which yields more logs.
- **Retention:** A critical goal is to retain users month over month, proving that Heonix is becoming part of their routine. We'll track 30-day and 90-day retention rates. For example, what percentage of users who signed up in October are still active by November and January? We'll also monitor cohort retention curves to see if our changes improve how long people stick around. If we notice drop-offs at specific points say, many users stop using after exporting a PDF, or after a first week burst, we will dig into qualitative feedback to understand why. Perhaps the user needs more value unlocked over time, which we could address by rolling out new content like tips, insights from their data or even simple push notifications like it's been a while, reflect on a recent win? to bring them back.

- **User Feedback & Satisfaction:** We will gather qualitative feedback through multiple channels: in-app feedback forms, follow-up emails, and monitoring social media mentions. We expect App Store reviews won't apply if we are web-only at first, but when a mobile app is in use, those reviews are key sentiment checks. We plan to conduct short user surveys after a month of usage, asking questions about how Heonix has impacted users' confidence or preparedness (e.g., *"Do you feel more prepared for your next performance review after using Heonix? – Yes/No"*). Positive responses and testimonials like *"I felt less stressed during my review thanks to Heonix"* are qualitative KPIs that validate our value prop. We'll track our NPS (Net Promoter Score) as well, by asking users how likely they are to recommend Heonix to a colleague. A rising NPS over the months, targeting an initial NPS of 30+ as we iron out early kinks will indicate improving product-market fit.
- **Referral and Viral Growth Metrics:** Since word-of-mouth is a pillar of our strategy, we'll measure the referral rate, what fraction of new users are coming from direct invites or share links. For instance, if each user on average brings in 0.5 additional users, that's a strong viral coefficient to build on. We'll also track usage of the "Share to LinkedIn" feature: how many shares are happening per week, and the click-through of those shares. If we find that, say, 10% of users are regularly sharing, we might set a goal to boost that to 20% by tweaking the share prompt design or offering a gentle incentive like share 5 wins and unlock a LinkedIn profile badge. These virality measures help us gauge if our growth loops are working as intended.
- **Channel Performance & CAC:** On the marketing side, we'll analyze which acquisition channels yielded the most engaged users. Our team will review metrics like Customer Acquisition Cost (CAC) per channel, conversion rates, and ROI. For example, if LinkedIn ads are expensive but bring high-retention users, that's valuable or if a particular community partnership brought many sign-ups but they churn fast, we need to refine our targeting or onboarding for that source. The plan is to reallocate budget and effort toward high-performing channels in real time. If influencers turn out very effective, we might increase that spend; if content marketing is slower, we adjust expectations or improve SEO.

We will set up a live dashboard to consolidate these KPIs using tools like Mixpanel or Google Analytics for product metrics, and LinkedIn analytics for campaign metrics and review progress weekly. The team will run weekly growth meetings in Q4 to discuss what the data shows. Based on insights, we'll take quick actions for example if we see low adoption in one segment say freelancers lagging, perhaps our messaging isn't resonating and we need to tweak the wording on those ads or create more tailored content for that group.

The post-launch phase is all about learning and iterating. We expect to make minor course-corrections such as adjusting our messaging for example lean more into the confidence angle if that gets the most user excitement, adding an FAQ or tutorial if we see confusion in any user feedback, and possibly shipping small feature improvements that are low-hanging fruit, for example, if many users request a way to sort

their archive differently, we could add that quickly to boost satisfaction. By continuously optimizing, we aim to achieve sustained growth beyond the initial launch spike, turning early adopters into lasting core users and advocates.

Finally, we'll communicate these improvements back to the community to show momentum and care, which further boosts user loyalty. Our north star is that by the end of Q1 2026, we can demonstrate strong engagement: e.g. a meaningful percentage of users using Heonix weekly, a growing library of success stories, and evidence that using Heonix correlates with users feeling more prepared and confident professionally as per survey results. These will validate that our go-to-market strategy not only acquired users but also set the foundation for long-term product success.

Future Growth Opportunities & Partnerships

While our Q4 2025 GTM is focused on individuals (B2C), we are laying the groundwork for broader opportunities. Success with consumers will open doors to B2B partnerships and integrations down the line, which we plan to explore post-MVP launch:

- **Corporate Partnerships (B2B2C):** We envision partnering with forward-thinking companies to offer Heonix to their employees as a professional development tool. HR departments could incorporate Heonix into performance management processes like encouraging employees to keep track of accomplishments year-round. In the future, we might pilot Heonix with a mid-sized tech company's HR team, they could sponsor accounts for their staff or integrate Heonix export reports into their review system. This would not only drive user growth in batches but also reinforce Heonix as a standard practice in workplaces. In our messaging during launch, we'll hint that managers benefit when their team uses Heonix, better prepared, more factual review), planting seeds for inbound interest from organizations.
- **Integration with LinkedIn and Platforms:** Given our strong LinkedIn focus, one long-term opportunity is deeper integration, for example, exploring if Heonix could integrate with LinkedIn's API to allow users to import certain data or even send achievements to their LinkedIn profile as skill updates or posts more seamlessly. While LinkedIn might see us as complementary rather than competitive because we drive content to their platform, any official collaboration would greatly boost our credibility. We will monitor LinkedIn's developer programs and consider applying for partnerships or accelerator programs that Microsoft/LinkedIn run for startups. Additionally, integrations with tools like Microsoft Teams or Slack for example a Slack bot that reminds you weekly to log an achievement, sending it to Heonix could be valuable as we grow, putting Heonix into daily workflows of professionals.
- **Career Services and Coaching:** We can partner with career coaching services, professional associations, or even university career centers. For example, a partnership with a large career coaching firm could bundle Heonix as part of their client toolkit, scenarios like we give all our clients access to Heonix to track their progress would be valuable. This channel could both drive revenue (B2B subscriptions) and user growth. To prepare, our product will keep an export and share mindset, making it easy for a user to share their progress with a mentor or coach.
- **Content & Thought Leadership:** As we establish ourselves, we aim for Heonix to become synonymous with the brag document movement. We could launch our own LinkedIn Newsletter

or Podcast around career growth, featuring discussions on recognizing your worth, sharing success stories from Heonix users, etc. This thought leadership will keep us front-of-mind and continually draw new users who resonate with the message of self-empowerment at work.

Each of these future moves will be considered once the MVP has proven engagement. The immediate GTM remains tightly focused on our core users and product features, no distraction by heavy B2B features yet, but we will design our marketing narrative in a way that keeps these doors open. In essence, by succeeding with individuals in Q4 2025, we set the stage to scale up through partnerships in 2026 and beyond, aligning with Heonix's vision to become the go-to platform for personal career tracking.

Product-Driven Growth Loops

Finally, a crucial aspect of our go-to-market is leveraging product-led growth loops built into Heonix's design. These are mechanisms by which the product inherently drives user retention and acquisition, reducing reliance on continuous marketing spend. We've deliberately included features in the MVP that create a self-reinforcing cycle of engagement and referral:

- **Habit Loop & Gamification:** Heonix uses psychology-informed triggers and rewards to form a habit loop. The weekly reminders and streak badges are designed to create a routine,

Trigger: a prompt notifies the user to log something (external trigger), or the user feels the internal nudge of "I accomplished something, I should record it."

Action: the user logs an achievement.

Reward: the user sees their streak count go up or earns a badge, giving a sense of accomplishment beyond the work itself.

This small celebratory moment, a confetti animation or congratulatory message on adding an entry releases a bit of dopamine, a microwin that reinforces the behaviour. Over time, users won't want to "break the streak," a classic loss-aversion tactic that keeps them engaged. For example, if a user has logged something four weeks in a row, they will receive a push notification: "🔥 You're on a 4-week roll! Keep it going with another win this week." This makes Heonix become a habit intertwined with their work life, much like people close their rings on an Apple Watch. As the MindRun case showed for fitness habits, we expect streaks to significantly boost retention by giving users a clear, fun reason to return regularly.

- **Internal Motivation Triggers:** Using Heonix inherently boosts a user's confidence and preparedness, which itself becomes a loop. As users log entries, they start to see their progress visualized, via the timeline or simple analytics in the app. This can trigger positive emotions like pride, motivation and reduce impostor feelings. The PRD hypothesis is that users will feel "more prepared, confident, and empowered" for reviews and interviews as they use the app. This emotional payoff like "I feel so much more organized now!" serves as an internal trigger to continue using Heonix whenever anxiety about a career situation arises. In effect, whenever a user thinks "I have an interview next week" or "My review is coming up, I'm nervous," their mind

will connect that stress to the solution, updating or reviewing their Heonix archive to gain confidence. This loop turns Heonix into a go-to coping mechanism for career stress – driving sustained usage especially around key career events.

- **Viral Loop via Sharing:** Every time a user shares an accomplishment to LinkedIn or even tells a colleague about it, it feeds a viral acquisition loop. The shared post on LinkedIn isn't just a humblebrag, it's inherently marketing for Heonix. The post will typically say something like, 🎉 I'm proud I solved 50 customer issues this month! (posted via Heonix) or include our branding in the image. When others see this in their feed, a few things happen: first, they congratulate the person, which reinforces the user's positive experience of sharing, and they become curious about Heonix asking questions like what's Heonix? How did Anna create this cool achievement post?. Our target users often have peers with similar needs, these viewers are high-potential new users. They might click the link, hence our plan to measure clicks and sign-ups from shared posts or ask their friend about it, leading to word-of-mouth. Each new user can then repeat the cycle. We effectively turn our users into our marketers, fueled by the natural human desire to share accomplishments. By design, the more proud moments we help create, the more organic growth we get, a classic viral loop. Our goal is to fine-tune this such that our viral coefficient, the number of new users each existing user brings creeps above 1.0, enabling exponential growth without proportional marketing spend.
- **Social Proof and Community:** As the user base grows, we will foster a sense of community and social proof within the app and on external channels. For instance, showcasing aggregate stats like Heonix users have logged 10,000 achievements this year can create FOMO for those not using the app, implying that serious professionals are using this to get ahead. We can also spotlight "User of the Month" stories with consent for example, a blog or LinkedIn post about how a specific user used Heonix to secure a promotion, which not only retains that user recognition but also inspires others. This community loop means success breeds success: early user achievements, when celebrated, lead to more engagement and new users.

In conclusion, these product-driven loops ensure that once our Q4 launch brings users in, Heonix has engines to keep them active and to organically bring their peers along. Each run of the loop strengthens the next, a user logs achievements for a streak, they feel good and share a win publicly, their network sees it and some join, those new users start logging achievements... and so on.

By Q4's end, we expect to see these loops in action, evidenced by metrics like a growing percentage of sign-ups coming via referrals/shares and increasing average achievements logged per user. This self-sustaining growth is the hallmark of a successful product-led go-to-market, and it positions Heonix to scale rapidly in 2026 through its momentum.

With this comprehensive GTM strategy, Heonix will launch not just as a product, but as a movement toward mindful career growth, empowering professionals to capture their accomplishments, share their

success, and propel their careers forward with confidence. In Q4 2025, we're not only bringing Heonix to market, we're bringing a new habit to the professional world: "Remember your wins, and let them speak for you."