

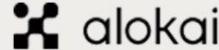
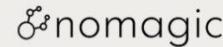
From Research to Revenue

A Framework-Based Approach to B2B Growth

February 2026 | 8 weeks until product launch | Time to execute

Companies I've Helped Scale

Working with Poland's top tech companies now making waves in Silicon Valley



Neptune.ai acquired by OpenAI • Spacelift valued at \$500M+ • All scaling in global markets

What We've Accomplished at Mos Health

Phase 1

Time-saving infrastructure built

- ✓ Automated company qualification
- ✓ Prospect scoring system
- ✓ Automated research about companies and contacts
- ✓ Meeting recording & summary system
- ✓ LinkedIn automation (150+ DMs added)

Market Understanding Gained

- ✓ TAM is ~300 companies (focused)
- ✓ HR sees supplements as liability
- ✓ Sweet spot: \$30-50/month
- ✓ "Performance" > "Wellness/prevention" angle
- ✓ Personalised app risk mitigation

How SV Companies Got Their First Customers

LENNY RACHITSKY'S (EX-AIRBNB) ANALYSIS OF 100+ B2B COMPANIES

30+

conversations
before building (deep
problem validation)

60%

first customers from
founder's personal network

100%

founder-led sales
for first 10+ customers

40%

Events, communities and
highly personalised
messages

*These companies had larger TAMs (thousands of companies)

Gusto (\$9.5B)

Founders did ALL sales for first 10+ customers, asked **friends** to try it

Carta (\$7.4B)

Asked investors for portfolio intros, warm trusted intros

Vanta (\$2.45B)

Conversations revealed pain points, interest emerged naturally (they had PMF!)

Rippling (\$11.25B)

Parker Conrad (founder) calling + personalised pitch to founders for 6 months

The Pattern Is Clear

Early stage Founders drive sales personally.

- Every successful B2B company had founder-led sales for their first customers
- Problem interviews naturally convert to sales conversations (only if we have PMF)
- The message gets refined through 100+ conversations
- Leverage warm network and investors

This is how Silicon Valley works. We need to adapt.

B2B Wellness: Different Paths to Market

HR see supplements as liability, but we have weeks, not years. Here's how we adapt.

The Long Road

Headspace, Calm, Noom

- 5-8 years building D2C brand first
- Millions of consumer users
- HR teams already knew the product
- Clinical studies came after brand trust

Path: Consumer trust → B2B expansion

The Shortcut (Our Path)

One Medical, ClassPass, Lyra Health

- ✓ Sold on experience & expert credibility
- ✓ No clinical proof required at launch
- ✓ Credible founders/physicians = trust
- ✓ B2B first, data came later

Path: Expert authority → B2B success

Our advantage: **Dr. Zolman's & BJ Fogg expertise is our credibility.**

B2B-First SV Parallel

SNACKNATION → CAROO: THE PERFECT PARALLEL

2014	Founded as pure B2B office snack delivery
2014-20	100% B2B Growth: 6,000+ office customers
2020	Pandemic pivot: Work-from-Home Wellness Boxes
Today	Serves 25% of Fortune 500 companies

Our Parallel

SnackNation	Mos Health
Curated snacks	Curated supplements
Office micro-kitchen	Office micro-kitchen
Builds habit at work	Builds habit at work
Ship to homes	Home delivery option

*Why it worked: SEO content on HR pain points (not health tips) + sold ROI/productivity + free discovery box.
But: snacks ≠ supplements. Emotional selling worked for low-risk perks. For supplements, we need expert credibility.*

What B2B Success Requires

If we want to win in B2B, we need to focus on activities that drive ROI.

Prove Scientific Value

We need a scientific expert to validate our claims. Dr. Zolman & BJ Fog gives us credibility, but we need to leverage the experts more.

Content, webinars, research

Target Founders First*

In SV, founders create budgets. HR doesn't have discretionary spend. We must convince the decision-maker.

Direct outreach to CEOs/founders

Founder-Led Sales

No one can sell better to founder than founder. Every conversation teaches us what works.

80% time in conversations

*World and Lunar is a great example

This is the playbook that built \$50B+ in company value.

Where We Need to Pivot - The Red Flags

We've spent most of time on end-user strategy (D2C branding) when we're primarily selling B2B & we have more B2C competencies than B2B

Brand/positioning (consumers focus, not B2B)

No proof, no engaged experts, no clinical data, no social proof

Poor response rate from “warm network” campaigns (Pablo, MJ network, founders via Pati’s LinkedIn)

None of our conversations emerged natural interest

RESULT

9

meetings, mostly with
non-DMs

+ 3 valuable
conversations on LinkedIn

This is fixable with the right focus.

Why Should Start With Founders

THE SILICON VALLEY REALITY

How we build trust?

- Someone they know who already uses it
- Referral from a founder they trust
- Proof that a credible team tried it
- Actual pilot results from a **real team**

How founders decide in SV

- ✓ Founders CREATE budgets
- ✓ If CEO wants it → it happens
- ✓ Trust > process (referrals win)
- ✓ 2-4 week decision cycle

Other Factors: Clinical data, Top investors, Experts behind the product

Dr Zolman could open the door. But one founder pilot = 10x doors.

The Scientific Credibility Opportunity

THE AG1 PROBLEM

AG1 Criticism (2024-25)

- No independent published research
- "Proprietary blends" hide ingredient amounts
- Some vitamins at 1,100% daily value
- All studies are company-sponsored
- Bryan Johnson called it "not worth it"

Our Opportunity

- ✓ Publish actual research & studies
- ✓ Transparent ingredient amounts
- ✓ Dr. Zolman as scientific authority
- ✓ Clinical outcomes & protocols
- ✓ Position as anti-AG1: proven, transparent

AG1 controversy = market ready for transparent, clinically-proven alternative

The Missing Scientific Voice

CRITICAL GAP: NO SCIENTIFIC EXPERT CONTENT

We claim scientific credibility (Dr. Zolman, BJ Fogg, Bryan Johnson), but we have no expert producing content/scientific content.

What's Missing:

- No Dr. Zolman educational posts (research, protocols, clinical insights)
- No published research or white papers
- No clinical data shared publicly (eg. Communities, Reddit)
- No scientific differentiation from AG1, and other brands

The Risk:

LinkedIn content from Pati (founder) is good for building relationships, but not enough to convince skeptical decision-makers to spend \$30k-100k on supplements without scientific proof.

The Fix:

We need Dr. Zolman (or credible content) actively producing content to validate our claims. Or find the influencer voice

Without this, our product might be another supplement/app pitch. This is solvable - we have Dr. Zolman's expertise, we just need to activate it through consistent content

Messaging Shift: Performance, Not Prevention

OLD FRAMING ✗

"Burnout prevention"

"Support wellness"

"Help employees feel better"

= *Insurance = "nice to have"*

NEW FRAMING ✓

"Increase productive hours"

"Boost cognitive capacity"

"Maintain sprint velocity"

= *ROI = "must have"*

DATA HOOKS

The Focus Time Gap

Engineers have 8-hour days but only 3 hours of deep focus. What if we could get that to 6 hours?

The Cognitive Capacity

By 2pm, you're getting 60% capacity. We give back the 40%

Messaging Examples

Founder / Focus Time

<Personalisation>. Question:

How much actual deep focus time do your engineers get per day? Most teams: 3 hours, maybe 4.

We're building a solution with Bryan Johnson physician to help high-performing teams get to 5-6 hours.

VC

<personalisation> we're building something to help your portfolio companies increase performance during intense growth phases.
<social proof, pitch>

Before we scale, we want to validate this with 2-3 of your companies.

Would you be open to making an intro to founders who might give us honest feedback?

musze tych founderów pytać co robia, żeby poprawić swój performance w pracy, top 3? -> potem pytam o twój team -> a właśnie dlatego do ciebie pisze

Tactics, Timeline

Multi-Channel Attack

Manual, High-Touch Approach for Early-Stage Reality

Quality over quantity (highly targeted conversations)

Build relationships before pitching (warm-up: comment, engage, then reach out)

Leverage credibility (Dr. Zolman, expert content)

Test messaging, iterate

LinkedIn

Top prospects, who accepted invite

Email

Higher volume, faster testing

Physical Gift

Physical packages to Top 50

Events

In-person beats digital 10:1

Warm Network

Investor portfolios, advisors, Marissa

Founder & Executive Outreach

HYPER-PERSONALIZED, MANUAL OUTREACH • NATALIA LEAD

Founders & CEOs	EAs & Chiefs of Staff	LinkedIn Warm-Up
<p>Target: 10-15 contacts/week</p> <p>Tactic:</p> <ul style="list-style-type: none">• Personalized Li message• Then personalized email <p>Time: ~15 hrs/week</p> <ul style="list-style-type: none">• Research: 2.5h• Writing: 10h• Follow-ups: 5h <p>Expected: 2 - 3 meetings</p>	<p>Target: 10 contacts/week</p> <p>Tactic:</p> <ul style="list-style-type: none">• Gatekeepers with influence• Personal performance angle <p>Time: ~11+ hrs/week</p> <ul style="list-style-type: none">• Research: 3 hrs/week• Writing: 6+ hrs/week• Follow-up: 3 hrs <p>Expected: 1-2 meetings</p>	<p>Top 20-30 accounts</p> <p>Process:</p> <ul style="list-style-type: none">• Week 1-2: Engage posts• Week 3: Send connection• Week 4: Personalized msg <p>Time: ~3 hrs/week</p> <p>AI comments, but I'm reading post and rewriting output</p> <p>Expected: 1-2 meetings</p>

Expected number of meetings based on market benchmarks. Market benchmarks are set for companies having product/market fit. If we don't have problem/solution fit we can expect 0 replies, no matter how good messages are.

Time estimates based on deep personalization (30 - 45 min per contact including research, writing)

HR & People Leaders Test

MANUAL TESTING CAMPAIGN • PATRYCJA LEAD

Target:

- 10 -15 People Leaders from our ICP
- Focus: Companies already investing in benefits/culture

Approach:

- Personalized LinkedIn + emails
- A/B test pitch: performance ROI / wellness
- Reference their recent initiatives (hiring, office reopening, etc), deeply personalized

Time Investment: ~15 hrs/week | Expected Output: 1-2 meetings | Goal: Test messaging

TEST Before Scale

We'll automate personalization with Backpack once we nail the messaging. Right now, we need to do things that don't scale

TAM Expansion & Scalable Testing

INFRASTRUCTURE FOR MESSAGING TESTS

Why Expand TAM?

300 companies in SF = limited testing room
1,000 invites → 200 accepted (20%)
200 connected → 2 meetings (1%)

Expanded Markets:

- NYC (similar startup culture)
- Austin (tech hub, lower risk)
- other hubs

New TAM: ~1,200 companies

Purpose: Test messaging (problem/solution fit)

Email Infrastructure

Setup domains and infra by Backpack.ai

Test:

- Build 3 test campaigns
- A/B test subject lines
- Track open/reply rates

Volume: 100-150 emails/week

(Automated but personalized)

Community Infiltration Strategy

UNDERSTAND PROBLEMS (!), BUILD TRUST, AVOID SELLING

Target Communities:

- Resources for Humans (Lattice - 15k+ People Ops professionals)
- People Geeks (Culture Amp - data-driven HR leaders)
- People Over Perks (leapsome, Culture and wellbeing)
- Reddit: r/startups, r/biohackers, r/nootropics, r/productivity

Month 1: Listen!

- Learn everything about our buyer persona problems!  Communities ban salespeople immediately.
- Participate in discussions about burnout, retention, performance
- Ask genuine questions about their challenges

Month 2+: Establish expertise, share learnings, build relationships, share relevant research -> we need to build a strategy and expert credibility!

Strategic Partnership Channels

HIGH-VALUE MULTIPLIERS • REQUIRES VC INTRODUCTIONS

VCs & Portfolio Companies - 'Carta model'

Approach: Ask OUR VCs for warm intros to portfolio Founders other VCs investing in SF | Pati | Expected: 3-5 intro meetings

Benefit Brokers - They advise startups on benefits packages

Research SF brokers → Manual outreach → Learn more about the market

Already reached out, no response -> 1 meeting scheduled with Sequoia!

Recruiting Firms - Help startups attract & retain top talent

Target firms working with tech startups → Retention angle -> they know our buyer persona

High-Touch Activations

EXCLUSIVE EXPERIENCES • PATI IN SF

Focus Group Dinner

Invite: 15-20 People Leaders

Format:

- NOT a sales pitch
- Research session
- Get brutal honest feedback
- Exclusive, invite-only

Prep Time: ~33+ hours

- Guest research: 6 hrs
- Invitations: 6 hrs
- Outreach: 8 hrs
- Follow-ups: 3 hrs
- Prep materials: 10-15 hrs

Budget: \$2,000

Expected: 8-10 attend, 2 pilots

Dr. Zolman Webinar

Topic: Cognitive Performance Under Pressure

Format:

- 45-min exclusive session
- Physical invites to offices
- Digital follow-up
- Max 30 attendees

Prep Time: ~39+ hours

- Coordinate w/ Dr. Z: 10-12 hrs
- Design invites: 6 hrs
- Outreach: 10 hrs
- Follow-ups: 3 hrs
- Post-webinar: 8-10 hrs

Budget: \$800

Expected: 15-20 attend, 2-3 pilots

Physical & Bottom-Up Campaigns

CREATE DEMAND FROM WITHIN ORGANIZATIONS

Top Performer Seeding - “Red Bull strategy”

Send performance kits to senior engineers, sales leads, high performers in target companies. When they love it, we have a proof for HR to buy for whole team.

Biohacker Scout Campaign - Target early adopters inside companies

Find employees who follow Bryan Johnson, Huberman, Attia. They're already optimizing. Send them kits, get testimonials, use as internal proof.

Physical Drop to Decision Makers - Cut through digital noise

Top 20 founders/CEOs get branded box with 1-month supply + personalized note + QR to book meeting. Physical packages get 10-15% response vs. 1-2% LinkedIn.

Month 3+
Mar - Jun

Conferences & In-Person

PATI IN SF • NETWORKING BOOST

Date | Event | Target | Expected Conversations

Mar 23-25 | Transform 2026 | HR tech, Future of Work leaders | **8-10**

Apr 6-9 | HumanX SF | AI in workforce | **6-8**

Apr 29 | CPO Summit | C-level decision makers | **10-12**

May 11-12 | CAHR Conference | High volume People Leaders | **15-20**

May 12-14 | SaaStr Annual | Founders obsessed with productivity | **12-15**

Networking events not included

Prep: 25+ hrs per event (pre-meeting booking, research, post-event outreach) | Total Budget: \$2,500 |
Expected: 50+ conversations

Roadmap

February /
March

Manual Outreach + Infrastructure

5+ conversations, Founder, EA, HR, VC

deeply personalised messages, email setup, engagement

March

High-Touch Activations

15 conversations, 3 pilots

Focus dinner, webinar, direct mail

March / April

Pilot Conversion + Scale

Close 2 pilots, +10 conversations

Convert interest, scale winning emails

April

Launch Prep + Events

Set up pilots, Q2 pipeline

In-person kickoffs, event prep

Total Time Investment Breakdown

REALISTIC EFFORT FOR EACH CHANNEL

Channel	Setup Time	Weekly Time	Owner
Founder/CEO Outreach	-	15 hrs	Natalia
EA/Chief of Staff	-	11 hrs	Natalia
LinkedIn Warm-Up	-	3 hrs	Natalia
HR/People Leaders	-	15 hrs	Patrycja
VC Partnerships	5 hrs	3 hrs	Pati
Benefit Brokers	3 hrs	2 hrs	Nati
Email Infrastructure	20+ hrs	-	Natalia + Backpack
Community Infiltration	3 hrs	4 hrs	Pati/Natalia
Focus Dinner (March)	33 hrs	-	Pati, Nati, Marissa
Dr. Z Webinar (March)	39 hrs	-	Pati, dr Oli, Nati, Marissa
Physical Campaigns	12 hrs	5 hrs	Pati, Marissa, Nati (list of ppl)
Conference prep	25 hrs/event	-	Nati, Pati, ew. Marissa -> we need B2B materials, not d2c

Reality Check: Hours of strategic work, we don't have the team capacity to handle all campaigns

3 Month Budget

Item	Cost	Expected ROI
Focus group dinner (8 people)	\$2,000	2 pilots
Top performer kits (50 boxes)	\$1,000	2-3 champions
Physical webinar invites	\$800	2 pilots
Event tickets (5 events)	\$2,500	30+ conversations
Physical drop boxes (Top 20 comp)	\$1,000	2-3 meetings
Networking events + communities	\$800	10+ conversations + Market Insights
Email Infra + Personalisation at scale	\$3,500	8+ meetings

Success Metrics (By March 31)

Problem validation conversations	20+	Webinar participants	15+
Pilot offers made	5+	Dinner attendees	6+
Confirmed pilots	2+	In-person SF conversations	20+
Pati back in SF	+10000	LinkedIn connections	100+

The Path Forward

We've built the foundation. We understand the market.
Now we need the conversations.

Success = 2 pilots by March 31

- ✓ 2 companies willing to bet on us
- ✓ 1 case study in progress
- ✓ Messaging tested and refined
- ✓ Pipeline for Q2

That's how every great B2B company started.