

Let's talk Go-To-Market



Get the most out of hybrid work. Get Seatti.

Who's this guy?



Chris Bieri
Co-Founder & "Commercial Guy"

- Studied in St. Gallen
- Worked at Tesla and in Consulting
- Now doing Sales, Marketing, Strategy-stuff, Fundraising

About Seatti

- Founded 2021 / Seed Stage
- 30 team members in 10 cities
- Customer: Osram, Sixt, DB-Schenker, Sanofi, FlixBus, etc.

What does Seatti do?

We help big corporates go hybrid.





**Ok, so what is a
Go to Market
Strategy?
("GTM")**

GTM is kinda like GNTM (Germany's Next Top Model)

Go-to-Market (GTM)

At first, nobody knows about you yet

You have big dreams coming in

You need to be better than your competitors

If all goes well, you end up on a magazine cover



Germany's Next Top Model (GNTM)

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**Well how do I get
on that Magazine
Cover?**

Before you GTM

Solve a real, big problem

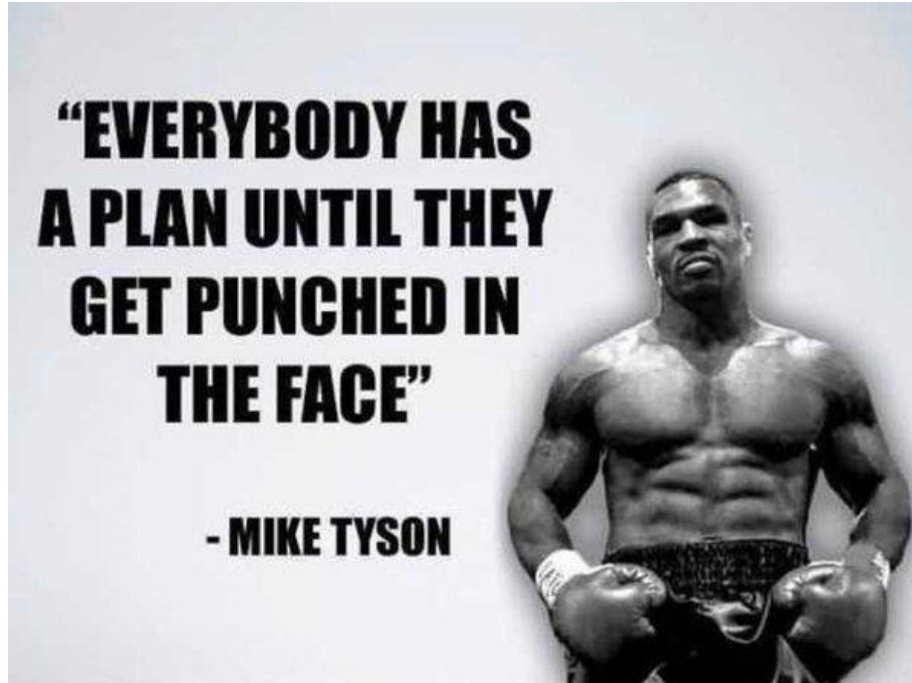
Have a reliable, complementary team



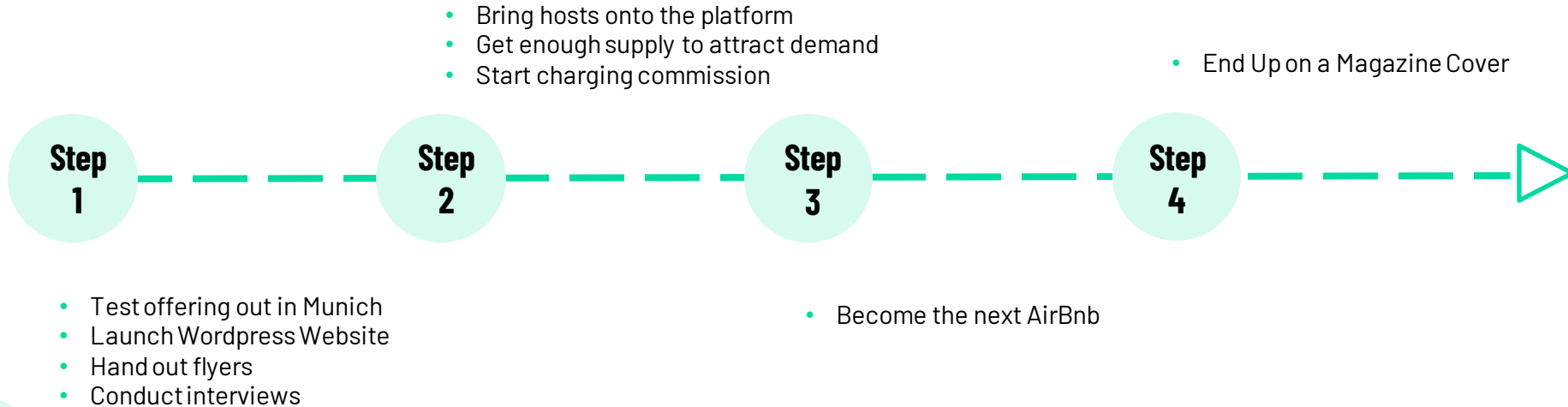
Ask, test, try, experiment, repeat

Understand your market

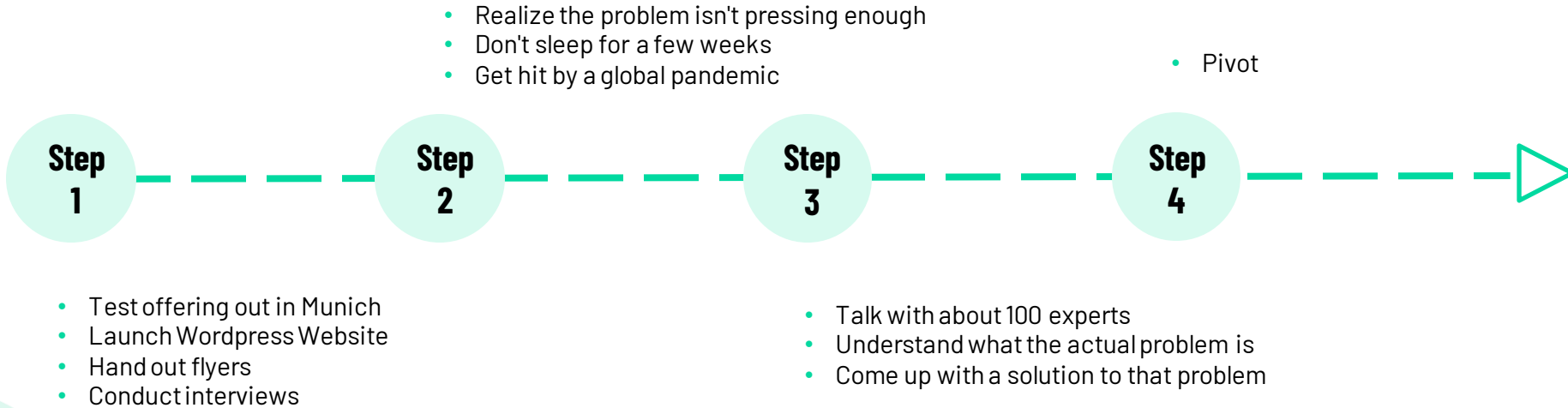
When you GTM: Actually Go. To. Market.



Seatti's initial GTM: B2C Marketplace for Workspaces



Seatti's actual GTM



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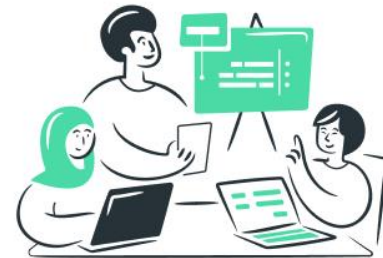
Why does Seatti do what they do?

Corporates are not prepared for hybrid work.



Main take aways for going to market as a startup

- Trying out your idea is shockingly easy
- Be open to change your business model(fast & frequently)
- JUST DO IT!



Thank You!



Contact Us!
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