#### 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



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Well how do I get on that Magazine Cover?

# **Before you GTM**

Solve a real, big problem

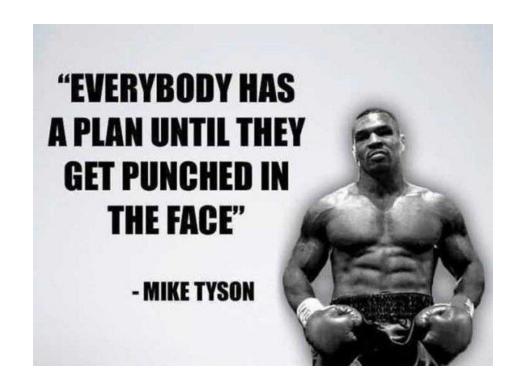
Have a reliable, complementary team



Ask, test, try, experiment, repeat

**Understand your market** 

### When you GTM: Actually Go. To. Market.



## **Seatti's initial GTM: B2C Marketplace for Workspaces**

- Bring hosts onto the platform
- Get enough supply to attract demand
- Start charging commission

• End Up on a Magazine Cover



- Test offering out in Munich
- Launch Wordpress Website
- Hand out flyers
- Conductinterviews

Become the next AirBnb



#### **Seatti's actual GTM**

- Realize the problem isn't pressing enough
- Don't sleep for a few weeks
- Get hit by a global pandemic

Pivot



- Test offering out in Munich
- Launch Wordpress Website
- Hand out flyers
- Conductinterviews

- Talk with about 100 experts
- Understand what the actual problem is
- Come up with a solution to that problem



#### What does Seatti do?

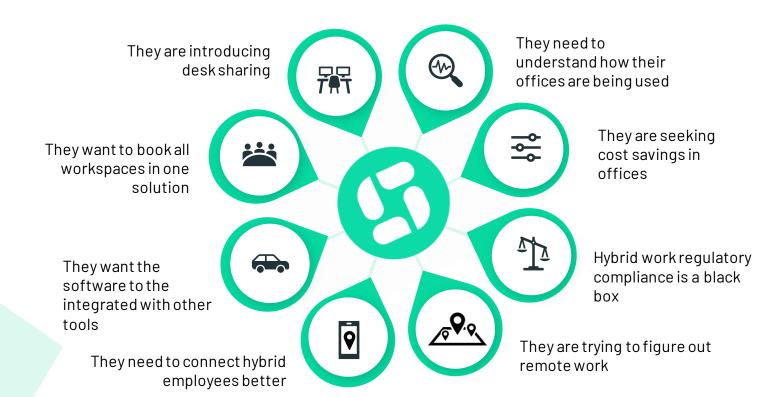
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## Why does Seatti do what they do?

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! chris@seatti.co www.seatti.co