



# LISTEN INNOVATE GROW

## GIVE THEM WHAT THEY WANT

### THE CORPORATE CUSTOMER “PRODUCT-MARKET” FIT PACKAGE

#### Who is it for?

Start-up founders who have a product/prototype and want to find early adopters to work with to develop the product or gain market validation by generating sales.

Founders who have limited to no experience in B2B.

Founders who want to sell to corporate customers but don't have a plan.

#### How it works:

##### 1. Assessment of tech start-up business idea or prototype.

- » Target markets/industries
- » Value proposition
- » Evidence of market need
- » Audit of industry and market trends
- » Proposed business model
- » Initial feedback from prospects

#### What you receive:

- » **Gap analysis:** Identification of gaps and key considerations to be addressed in product development.
- » **High-level roadmap:** Suggested plan of attack and key activities to be undertaken to achieve product market fit.



**Ready to Book your Product Market Fit package?**  
Get in touch today to speak with the friendly team from  
**Listen Innovate Grow.**

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## THE CORPORATE CUSTOMER “PRODUCT-MARKET” FIT PACKAGE

### 2. Product-Market Fit Planning Workshop (1 day)

#### An in-depth session to:

- » Teach key approaches and concepts needed to develop products business customers want
- » Develop a detailed action plan / program of work

#### Topics to be covered would include:

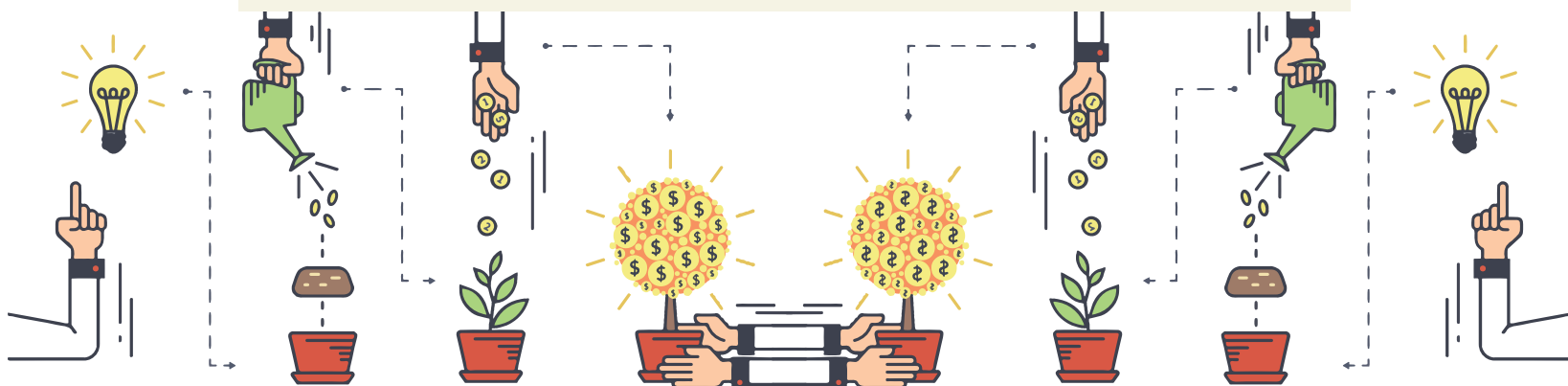
- » Target Market Identification
- » Understanding Corporate Customer Buyers
- » Finding and Getting Early Adopters
- » Solution Development
- » Buyer Driven Marketing

# 2

Following the workshops, Listen Innovate Grow can support start-ups to obtain product market fit by providing:

- » Implementation Planning and management
- » Organization and facilitation of Customer workshops and Product Development meetings
- » Mentoring/Coaching Calls

Product Market Fit Support Packages can be customized to client's requirements.



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