

Seven ways to go to market.

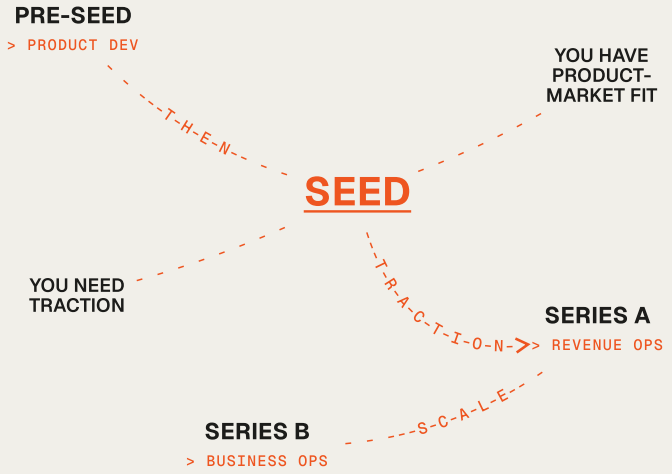
A guide for founders at Seed. What each motion is, who it fits and how it works.

WHY THIS GUIDE

Building got cheap. Getting picked didn't.

AI is shrinking the time it takes to build a product. A great product is now the baseline, and there are more products than ever.

The advantage is moving from what you build to how you reach people. Most early-stage companies underinvest in go-to-market, and great products fail on distribution, not quality.



At Seed you have product-market fit and need traction. A go-to-market motion is how you get it. Each motion has its own shape and needs its own setup.

SEVEN MOTIONS

One product. Seven motions.



The seven motions as a network. Most companies need one main motion and borrow from the ones next to it.

HOW TO READ THIS

Same six parts, seven times.

Each motion gets the same six parts: what it is, who it's for, when to use it, a fit check, how it works and our take.

01 **Inbound** *p. 05*
You own data people search for

02 **Outbound** *p. 07*
You can name who signs

03 **Paid** *p. 09*
Value without a meeting

04 **Partner** *p. 11*
Someone else owns your buyer

05 **PR** *p. 13*
A founder made for a stage

06 **Community** *p. 15*
Your buyers share a niche

07 **Product-led** *p. 17*
One user brings the next

→ **The test** *p. 19*
Find the motion that fits

MOTION 01 / 07

Inbound

Pages that make customers find you. Not blog posts. Thousands of pages built from structured data, each one answering a specific search.

WHO IT'S FOR

You have a data advantage: every restaurant menu in a city, every hotel listing, every charging station. If you can turn a dataset into thousands of high-intent pages, this is your motion. If your plan starts with writing articles, look at Community instead.

WHEN TO USE IT

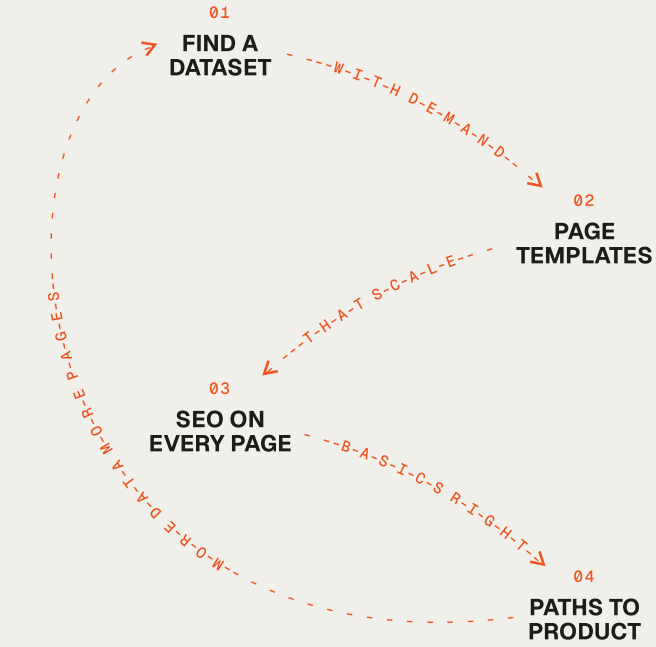
You have, or can get, structured data that matches what people search for. Better data gives you more pages, and the returns compound.

FIT CHECK: TICK WHAT'S TRUE

- [ ] You have structured data, or can get it.
- [ ] It matches things people search for.
- [ ] It could become thousands of pages.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

Inbound is not content marketing.

At this stage, articles don't move the needle. Pages generated from structured data do, thousands of them, each capturing one search. AI makes them easier to build, which also means more noise. The edge goes to whoever has the best data, not the best copywriter.

MOTION 02 / 07

Outbound

You go to the customer through cold email, LinkedIn and calls. You choose who you talk to and when.

WHO IT'S FOR

You can find and reach the decision makers directly. That usually means B2B, with deal sizes that justify the effort. If you can't name the person who signs, outbound shouldn't be your main motion.

WHEN TO USE IT

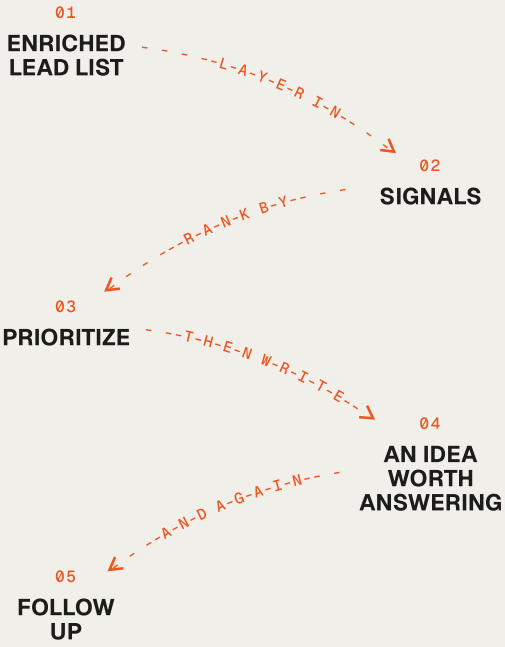
You know your buyer, you can find them, and you have a relevant reason to reach out now. Without timing, outbound is noise.

FIT CHECK: TICK WHAT'S TRUE

- [ ] You can name the person who signs.
- [ ] Your deal sizes justify the effort.
- [ ] You have a reason to reach out now.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

Good outbound is the right message to the right person at the right time.

Most companies skip the signals. They build a list, send a generic sequence and burn contacts with bad timing. We help companies enrich their lists and wait for a signal, like a new hire or company news, before they reach out. Timing decides if you get a meeting or get blocked.

MOTION 03 / 07

Paid

You pay for ads in search, social, display and video. It's the fastest way to get in front of potential customers.

WHO IT'S FOR

You have a funnel: a quick path from click to value. It doesn't have to be perfect. If people can't experience the core value fast, without paying first, paid will burn money. Fix time to value before you turn on spend.

WHEN TO USE IT

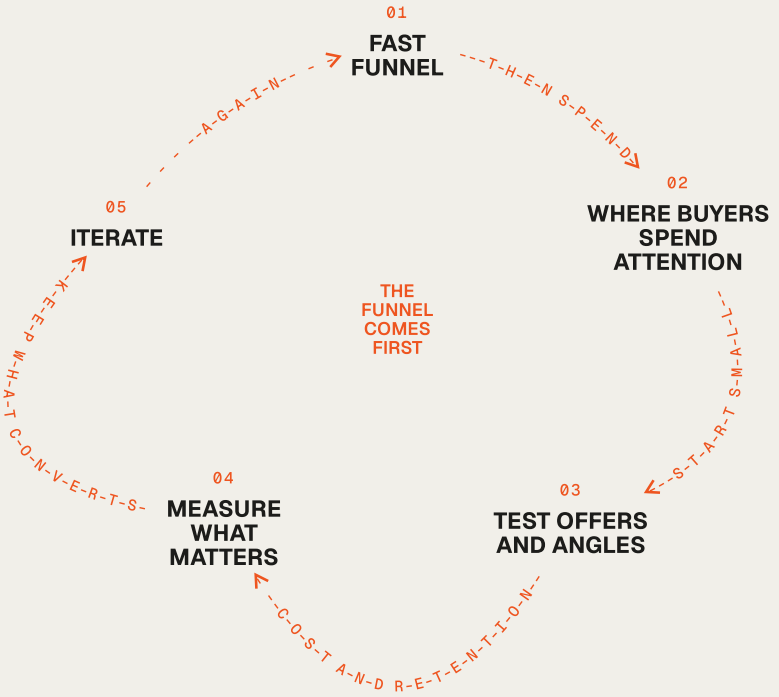
People can try or buy your product with little friction, and you need volume. Paid lets you control the pace.

FIT CHECK: TICK WHAT'S TRUE

- [ ] People get value without a meeting.
- [ ] They can try before they pay.
- [ ] You need volume and control over pace.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

The biggest early mistake in paid isn't bad ads. It's having no funnel.

Companies send traffic to a product that needs three meetings and a pilot to deliver value. That can't work with paid. You need fast time to value, ideally before anyone pays. Once the funnel works, creative matters. Without a strong offer, creative is decoration.

MOTION 04 / 07

Partner

You grow through someone else's customer relationships. You plug into the platforms, networks and channels where your buyers already are.

WHO IT'S FOR

Someone else owns the relationship you want: a platform your buyers use, a consultancy they trust, a retailer they buy from every day. If you can add value to that relationship, this is your motion.

WHEN TO USE IT

Speed depends on the type of partner. An integration listing can bring leads in weeks. A reseller channel takes months. Pick the type that matches your urgency.

FIT CHECK: TICK WHAT'S TRUE

- [ ] Someone else owns the relationship you want.
- [ ] You add value for their customers.
- [ ] You will keep marketing after signing.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

Don't collect partners. Activate them.

Most companies sign a partner, send a press release and move on. That's where partnerships die. The work starts after signing. Market to your partners so they know your product, and through them, with assets and stories they can take to their customers.

MOTION 05 / 07

PR

Other people tell your story: press, podcasts, keynotes, awards and opinion pieces. You get credibility through third parties.

WHO IT'S FOR

You have a story and a founder who wants to tell it. PR needs a founder who enjoys being visible and talks with personality. With that person, PR is one of the strongest ways to build a brand early.

WHEN TO USE IT

You have something interesting to say and someone who says it well. Without a real story, nobody picks it up.

FIT CHECK: TICK WHAT'S TRUE

- [ ] There is a human story behind the company.
- [ ] Your founder wants to be visible.
- [ ] You can create moments worth covering.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

Journalists don't care about your feature. They care about people.

A press release about a new feature rarely gets covered. Conflict, ambition, failure and conviction do. The companies that get coverage have a founder who dares to step forward. The person, not the company brand.

MOTION 06 / 07

Community

You build a following around an interest your buyers share. Newsletters, social accounts, Slack groups, meetups. The community is about your customer's world, not your product.

WHO IT'S FOR

Your buyers share an identity or interest. If you sell solar panels, the community isn't solar panel owners. It's home automation enthusiasts. The community is always bigger than your category.

WHEN TO USE IT

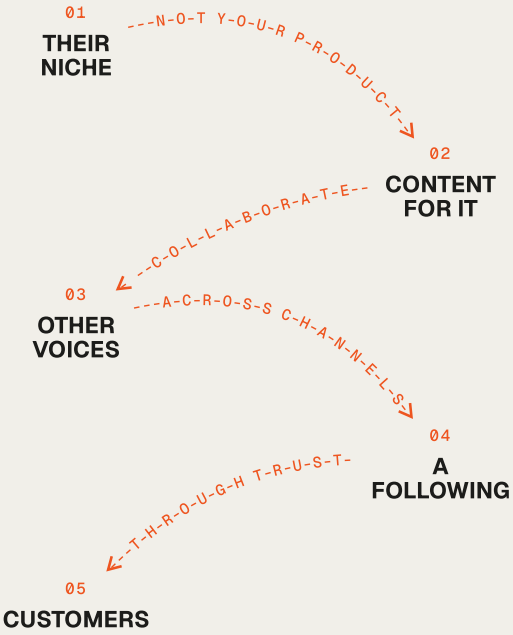
There's an active niche of people who care about a topic close to your product. There's something to follow, not just something to buy.

FIT CHECK: TICK WHAT'S TRUE

- [ ] Your buyers share a niche beyond your product.
- [ ] There is something to follow, not just to buy.
- [ ] You can stay in the niche long enough to earn trust.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

Content marketing belongs here, not under inbound.

You're building a following of people already in the niche who want to stay current. You're not catching beginner searches. Stay in the niche. Your followers are more engaged than the wider market, and that's the point.

MOTION 07 / 07

Product-led

The product drives its own growth. Users get value, invite others, and the product spreads through use. Real product-led growth means the product gets better as more people use it.

WHO IT'S FOR

You have network effects or a referral mechanic built into the product, so both users win when one invites another. Think collaboration tools, marketplaces and platforms. Few companies are truly product-led.

WHEN TO USE IT

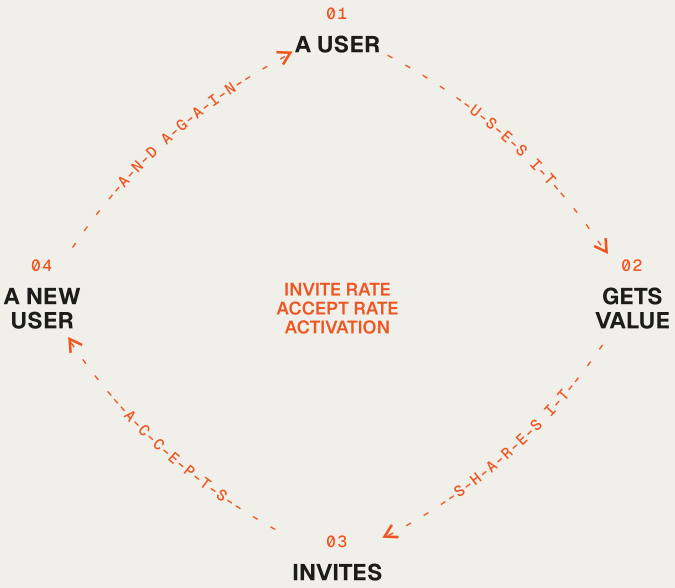
Your product gives users a built-in reason to bring in others, through network effects or a referral incentive strong enough to keep people sharing.

FIT CHECK: TICK WHAT'S TRUE

- [ ] One user naturally brings in the next.
- [ ] The product gets better with more users.
- [ ] You can draw the loop on a whiteboard.

Three ticks: a strong candidate. One or none: read on.

HOW IT WORKS



SUPERMARKET'S TAKE

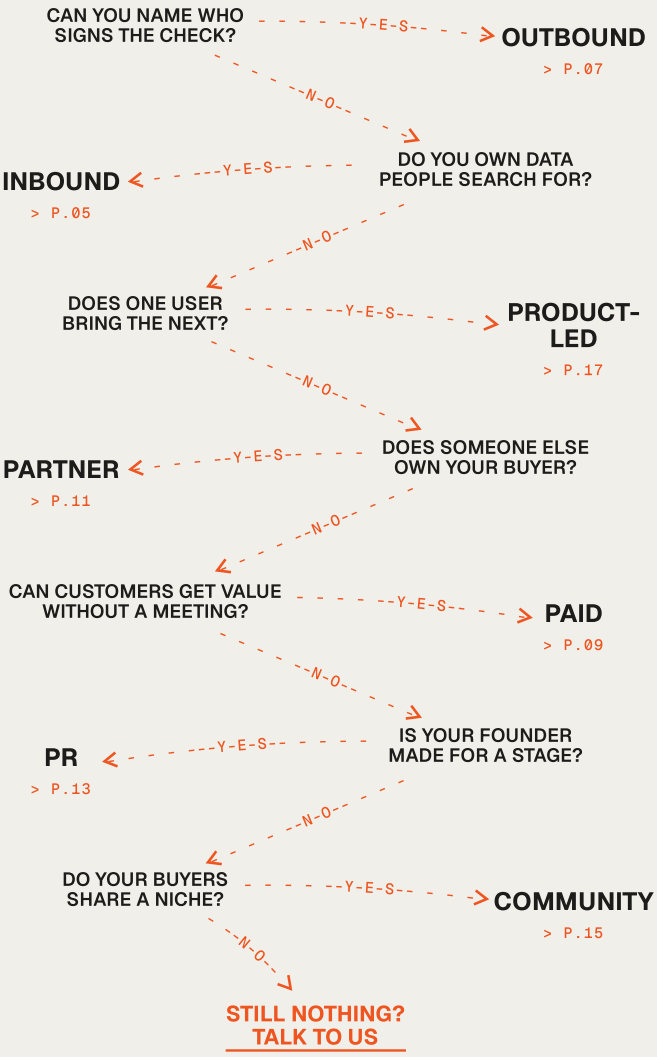
If you can't draw the loop on a whiteboard, you're not product-led.

Self-serve signup and word of mouth are not PLG. Product-led growth needs a loop in the product that compounds with every new user. Measure the loop: invite rate, acceptance rate, activation rate.

THE TEST

Find your motion.

A quick test, not a strategy. Start at the top and stop at the first yes.



SUPERMARKET.VC

The Go-To-Market investor.

We co-invest at Seed and get companies Series A ready through brand, go-to-market and investor PR.

WHAT WE BRING

01 Category-leading brand

Positioning and brand that make you the obvious choice in your category.

02 A GTM motion that works

Hands-on help to find the motion that fits and scale it.

03 Investor buzz

PR and events that put you in front of the investors for your next round.

Supermarket[vc]

NOT SURE YET

Bring us your product.

We'll help you find the motion that fits.

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