

## Build Repeatable & Predictable Customer Acquisition

### Generate More Leads & Awareness

Lead generation and awareness, market segmentation, product positioning, storytelling, compelling content, messaging.

### Increase Pipeline Conversion

Sales enablement plans, sales process, lead qualification, pipeline conversion, sales forecast.

### Cultivate Stickiness & Customer Advocacy

User adoption and engagement, customer advocacy and references, user community.

## Increase Product Traction

### Refine Go-to-Market Strategy

Route to markets, market expansion, pricing and packaging, differentiation, product use cases, pivoting.

### Access Capital for Investment

Financing and fundraising strategy, investor interest and engagement, stakeholder and board management.

# Gartner Priorities Navigator™ for Startup Tech CEOs

**Talk with us** to learn more about how Gartner uses this framework to guide your success.

### Strengthen Solution Readiness

Whole product vision, strategic partnerships, being enterprise-ready, services augmentation.

### Establish Business Management & Strategy

Implementing KPIs, measuring and communicating business performance, cash management, path to profitability, strategic initiatives.

### Build Effective Leadership Team

Culture of high-performing leaders, hiring sales and marketing talent, leadership team development.

### Stay Ahead of Competitors

Emerging buying trends, innovative business models, competitive advantages, AI/GenAI opportunities.

### Validate Product Market Fit

Product market fit measurements, validations and precisions, customer acquisition cost, customer lifetime value.

## Prepare the Business for Growth Acceleration