

# DONNA Go-To-Market Strategy (1-Pager)

## Category

### Operational Intelligence Infrastructure

DONNA is not software you use — it is infrastructure your business runs on.

It unifies communication, coordination, and execution across a business so nothing gets missed, and as each DONNA learns, that intelligence compounds across the DONNA Intelligence Network (DIN).

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## Problem

SMBs do not have a lead problem.

They have an **operational coordination problem**.

Breakdowns occur due to:

- Fragmented communication (email, phone, SMS, chat)
- Missed follow-ups
- Context loss between systems
- Manual coordination across teams

This creates **operational friction**, which silently kills revenue.

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## Solution

DONNA acts as a system layer across the business:

### 1. Communications Layer

- Centralizes email, SMS, voice, and chat
- Maintains shared context across all channels

### 2. Execution Layer

- Automates follow-ups, scheduling, and task coordination
- Converts conversations into structured action

### 3. Intelligence Layer

- Learns how the business operates
  - Improves workflows over time
  - Contributes to the DONNA Intelligence Network
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## Ideal Customer Profile (ICP)

### Phase 1 (Primary)

#### Real Estate Ecosystem

- Brokerages
- Mortgage
- Title & escrow
- Inspectors / insurance

## Why:

- High communication volume
  - Heavy coordination + follow-ups
  - Referral-driven workflows (network-ready)
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## Phase 2

- Home services (HVAC, plumbing, roofing)
  - Local service SMBs
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## Phase 3

- Mid-market operators (15–75 employees)
  - Multi-location service businesses
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## Pricing Strategy

### Early Adopter Offer

- \$500/month for Core, \$1000/month for Full Access
- No long-term commitment

Positioning:

- Infrastructure-level value at entry pricing
  - Designed for rapid adoption and feedback loops
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## Sales Motion

### 1. Reframe the Problem

- “Where do deals fall apart?”
- “What gets missed in your process?”

### 2. Expose Coordination Gaps

- Show breakdown from lead → follow-up → close

### 3. Position DONNA as Infrastructure

- Not a tool, but the system layer that ensures execution

### 4. Demo Operational Flow

- Lead → response → follow-up → task → completion

### 5. Close on Leverage

- Multiply team output without adding headcount
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## Distribution Strategy

### 1. Network-Based Entry

- Business networking groups
- Real estate associations

- Referral-heavy communities

## 2. Events

- Real estate conferences
- Local operator meetups
- Broker-owner masterminds

## 3. Founder-Led Sales

- Direct outreach to brokerages and operators
- High-touch demos and onboarding

## 4. Content Engine

- Category creation (infrastructure vs tools)
- Operational friction education
- Network effect narrative (DIN)

Primary channels:

- LinkedIn
  - Long-form blog (Medium)
  - Video
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# Expansion Strategy

## Phase 1 — Stabilize

- Centralize communication
- Fix missed follow-ups

## Phase 2 — Coordinate

- Implement workflows
- Improve visibility

## Phase 3 — Optimize

- Introduce intent signals
- Increase conversion rates

## Phase 4 — Network

- Activate DONNA-to-DONNA interactions
  - Enable referral and vendor routing
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# Moat

## 1. Embedded Workflows

- Business operations run through DONNA

## 2. Learned Behavior

- System adapts to each company

## 3. Network Effects (DIN)

- Each DONNA increases value of others

#### 4. Switching Costs

- Replacing DONNA = rebuilding operations
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### Strategic Insight

Businesses have spent decades adopting tools.

The next evolution is **infrastructure**.

DONNA is building:

- A standardized operating layer for SMBs
  - A network of operational intelligence
  - A compounding system that improves with scale
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### Bottom Line

DONNA wins by owning the layer beneath the business.

Not replacing tools.

Not replacing people.

**Coordinating everything so the business actually runs.**