

DONNA ICP Strategy — First 100 Customers

Objective

Secure the first 100 customers by focusing on a **tight, high-conviction wedge** with urgent operational pain, fast decision cycles, and clear ROI.

Core Insight

Most SMBs don't have a lead problem — they have a **coordination problem**.

Deals fall apart due to:

- Missed follow-ups
- Fragmented communication
- Lack of visibility
- Manual, inconsistent execution

DONNA solves this by acting as the **operational infrastructure layer** that ensures nothing gets missed.

Primary ICP (Customers 1–50)

Independent Real Estate Brokerages (5–25 Agents)

Profile

- Owner/operator-led
- 5–25 agents
- 30–150 transactions/year
- Light or inconsistent CRM usage
- Reliance on email, phone, and text

Why This Segment

- Direct access to decision-maker
- High operational pain
- Fast buying cycles
- Immediate ROI from improved coordination

Core Pain

- Leads go cold
- Follow-ups are inconsistent
- No centralized visibility
- Broker becomes the “human system”

Trigger Events

- “We’re growing and things are slipping”
- “We dropped a deal due to miscommunication”
- “I can’t keep track of everything anymore”

Winning Message

“This makes sure nothing falls through in your business — across leads, follow-ups, and transactions.”

Secondary ICP (Customers 50–100)

High-Performing Real Estate Teams (10–50 Agents)

Profile

- Team leaders operating like mini-companies
- High transaction volume
- Admin or ISA support already in place

Core Pain

- Slow lead response times
- Bottlenecks in follow-up
- Lost opportunities due to lag

Value Proposition

Increase conversion and responsiveness **without adding headcount**

Parallel ICP (High-Potential)

Mortgage & Title Companies

Profile

- Coordination-heavy workflows
- Time-sensitive deal cycles
- Referral-driven business

Why They Matter

- Clear ROI tied to speed
- Structured operations
- Strong fit for DONNA-to-DONNA network

Value Proposition

Keep deals moving and eliminate coordination delays across partners

Ideal Customer Mindset (Psychographic Fit)

Best Fit

- Operator mindset (not just sales)
- Feels operational strain daily
- Open to systems and process improvement
- Growth-focused but overwhelmed

Avoid

- Solo agents
 - Enterprise brokerages (early stage)
 - Tech-resistant operators
 - Buyers looking for “just a chatbot”
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Acquisition Channels

1. Network-Dense Communities

- BNI chapters
- AREAA groups
- WSGVR
- Beverly Hills Realtors Association
- Local real estate associations

Why: Built-in trust + high ICP concentration

2. Direct Outreach

Target:

- Brokerage owners
- Team leaders

Opening:

“Where do deals typically fall apart in your process?”

3. Live Workflow Demos

- Show a broken deal
 - Walk through how DONNA fixes it
 - Focus on flow, not features
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Positioning by Buyer

Brokerage Owner

“You are the system today — DONNA replaces that.”

Team Leader

“This increases your team’s conversion without adding people.”

Mortgage / Title

“This keeps deals moving and prevents delays.”

Success Signals (First 100 Customers)

- Sales cycles under 14 days
 - Immediate understanding of value
 - Customers articulate the pain clearly
 - Organic referrals begin
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Strategic Note

The first 100 customers are not about scale.

They are about:

- Validating repeatable pain
- Refining messaging
- Creating early case studies
- Building momentum through tight feedback loops

Bottom Line

Win a narrow segment first.

Dominate the workflow.

Then expand.

DONNA succeeds by becoming the system that runs the business — not another tool inside it.