

GTM Bootcamp

The 2-Day Founder Intensive

LEAD ADVISOR Pe'era Feldman — Growth Architect, 2x VP Marketing, 15 years B2B, 40+ companies advised

PRODUCT ADVISOR Yaniv Yaakubovich

STARTUP CEO TBA

Up to 12 founders · In person, Tel Aviv · 9:00 AM – 5:00 PM both days · Pre-work required

PROGRAM OVERVIEW

Two intensive days where early-stage founders build their own GTM strategy, with senior operators in the room challenging every assumption. You leave with a documented, executable plan. Not notes. Not a framework. Your strategy.

What you leave with:

- ICP and beachhead definition
- One-page positioning
- Chosen GTM motion and channels
- 90-day action plan
- Problem statement
- Core narrative, one-liner, and pitch
- GTM experiment plan

DAY 1 WHO & WHY · Focus + Positioning

Goal: Leave with a beachhead segment, the problem you own, and a one-page positioning statement.

01

9:00–10:00 The Focus Problem

Why doing everything is the same as doing nothing. Each founder maps every GTM activity they're currently running. We cut this list hard by end of Day 2.

02

10:00–12:00 Find Your Beachhead

Your first winnable customer segment, not everyone. Map 3-4 candidate segments against scoring criteria, pick one primary beachhead.

Output: Defined beachhead + ICP v1

03

1:00–3:00 The Problem Worth Owning

You don't sell a product. You solve a problem urgent enough to get budget and attention. Pressure-test it live with the room.

Output: Problem statement tied to your beachhead

Yaniv Yaakubovich joins to pressure-test problem/solution fit.

04

3:00–5:00 Positioning: Why You, Why Now

Draft a one-page positioning statement. Structured peer critique.

Output: One-page positioning statement

DAY 2 STORY, MOTION & MOMENTUM · Messaging + Channels + 90-Day Plan

Goal: Turn positioning into a story, choose how you'll reach buyers, and leave with a 90-day plan.

05

9:00–10:30 The Story

Turn positioning into a narrative a buyer feels. Draft your core narrative and one-liner.

Output: Messaging that ladders up from your positioning

06

10:30–12:00 The Motion

Pick 1-2 primary channels for your beachhead with a clear rationale. Park the rest.

Output: Chosen GTM motion and channels

07

1:00–2:30 Design Your Experiments

Frame each channel choice as a cheap, time-boxed experiment with a clear signal.

Output: GTM experiment plan for the next 90 days

08

2:30–4:00 The 90-Day Plan

Ruthless prioritization. Decide explicitly what you will not do for the next 90 days.

Output: 90-day GTM action plan

Startup CEO joins to stress-test feasibility and trade-offs.

09

4:00–5:00 Pitch & Commit

Each founder presents their GTM plan in 3 minutes. Public commitment to the first two weeks of actions.

Output: Validated plan and a real commitment

ABOUT PE'ERA FELDMAN

Fifteen years in B2B marketing, seven inside startups and eight advising them. Pe'era has designed go-to-market systems through one acquisition, two pivots, and every stage from pre-seed to post-Series B. She has worked with 40+ companies across SaaS, fintech, dev tools, and climate tech. 2x VP of Marketing at global SaaS startups.

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