

GTM STRATEGY

▶ SYNCHORA

2026

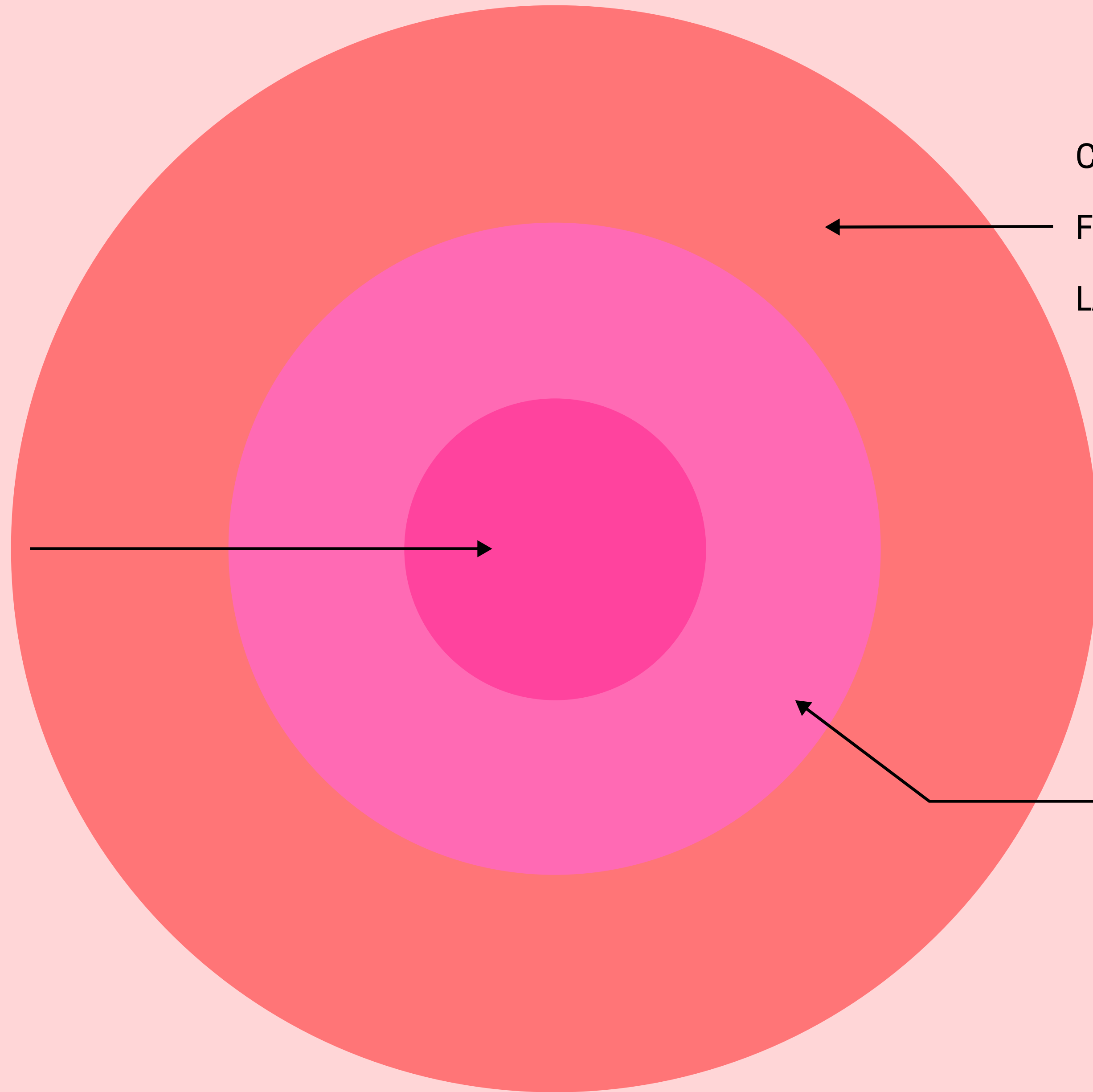
- ▶ Prepare a product for launch through user feedback, data analysis, and a proposed marketing management system.
 - Introduce a Pilot Mini-Launch.
 - Construct a timeline for a 4-Quarter system.
 - Find and build loyalty with the correct early adopter demographics.

*[Q0] PILOT
MINI-LAUNCH*

TARGET AUDIENCE - EARLY ADOPTERS

Dance companies & choreographers expand awareness and is the foundation for a sales enablement GTM.

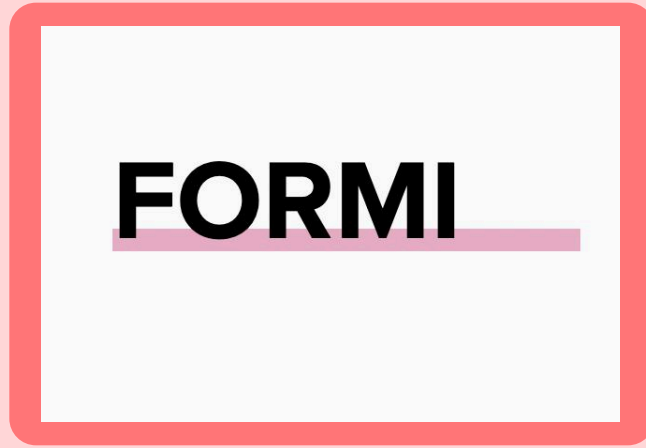
LOCAL DANCE STUDIOS



COMPLIMENTARY PRODUCT
FOR BETA TESTERS AT FULL
LAUNCH

STRATEGY:
GUERRILLA OUTREACH

COMPETITORS



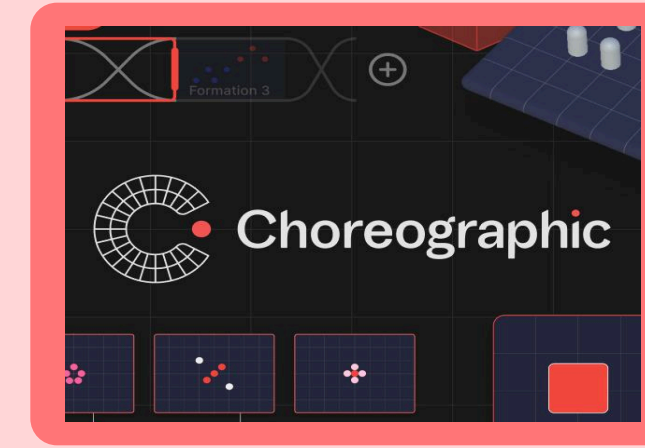
Currently in Beta testing → has polls to gauge user recruitment and offers a free-base service of 3 choreos.

Drag characters and coordinate their movements individually.



Customizable stages that utilize circles for people → 2D rendering.

Offers a discounted student plan at \$36/yr starting in 2024.

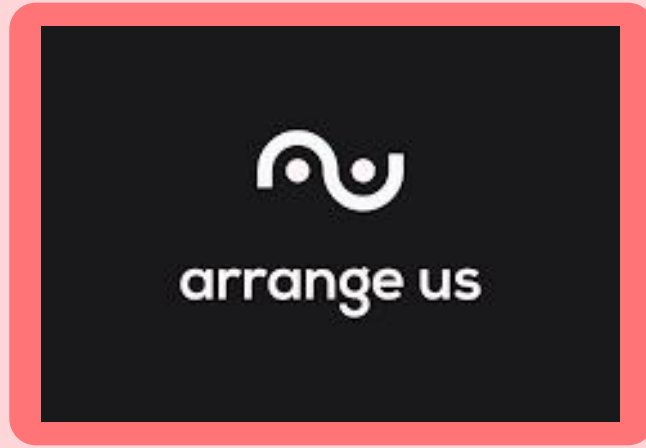


Controls the market with 200,000+ users.

Simple 2D platform to swiftly and effectively arrange people while minimizing time and physical drafts.

Offers 14-day free trial.

COMPETITORS



Prioritizes customization between stage size, character colors, and names.

Animated transitions.

Mobile app only.



ChoreoRoom offers plenty of free features regarding blocking and built-in tutorials.

No music syncing or in-app notes.

Available only on iOS.



DanceMaker allows users to create choreography prompts and inspire dance based on a theme.

Been around a while, has become buggy and old.

Available only on iOS.

MINI-LAUNCH

Test out the Beta launch with a controlled amount of the total target market ranging from:

5-10%

Can re-adapt the product before full launch and reduce financial risk of customer acquisitions by:

90%

Can be provided with clear and concise data by identifying problems with a customer satisfaction rate of:

80%

OBJECTIVES

1

Create brand awareness and loyalty.

2

Receive user data and stats/feedback.

(in Mini-Launch and product Launch)

3

Positive win-rate.

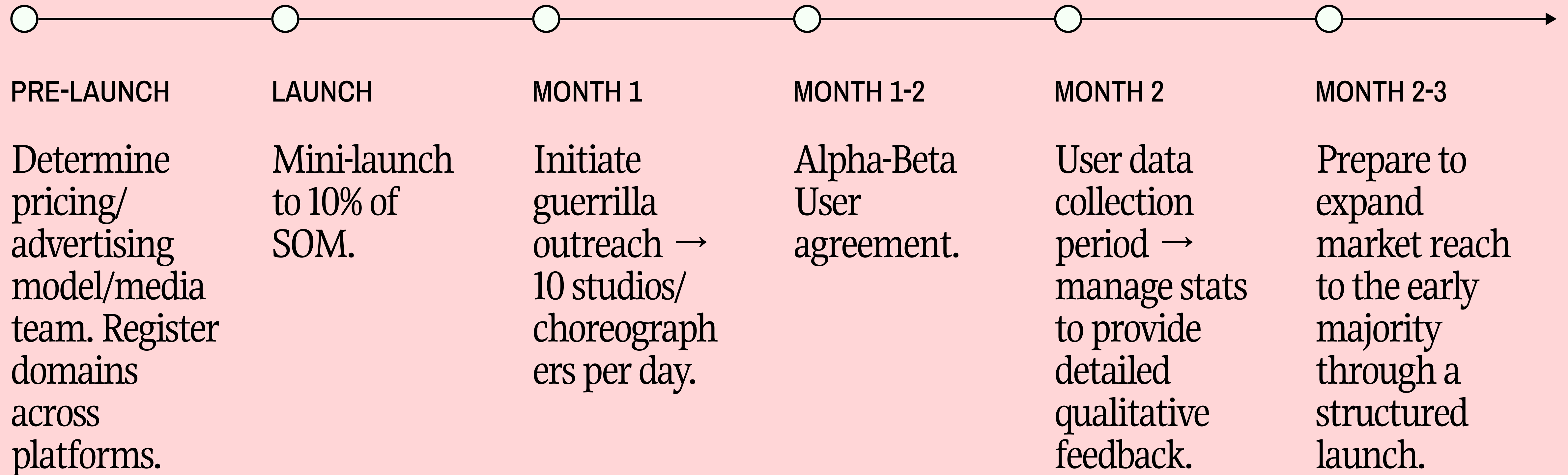
[Q1] MARKET STRATEGY

POSITIONING STATEMENT

Choreographers plan 3D movement with 2D tools, while Synchora develops processes that translate flat representations into spatial, embodied experiences through interactive, 3D visualization and iterative exploration.

TIMELINE

QUARTER 1



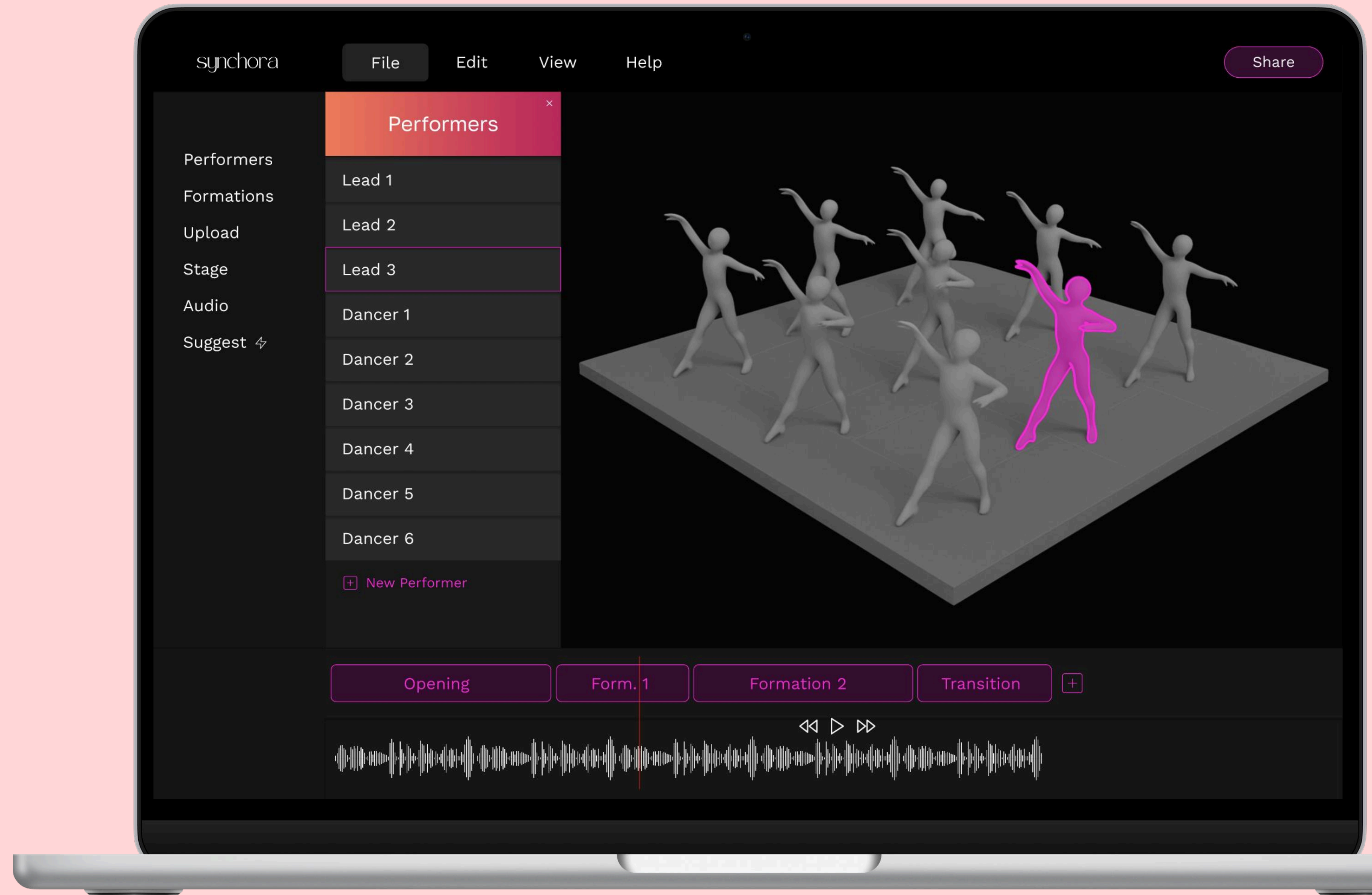
USER FEEDBACK

How has the Mini-Launch impacted Beta customers?

-Has it promoted customer loyalty?

-Is the software working properly?

-Is it ready for a full product launch?



PAIN POINTS

Pain point 1

What issues are you finding?



BENEFITS

Benefit 1

How we will solve it.

Pain point 2

What issues are you finding?



Benefit 2

How we will solve it.

Pain point 3

What issues are you finding?

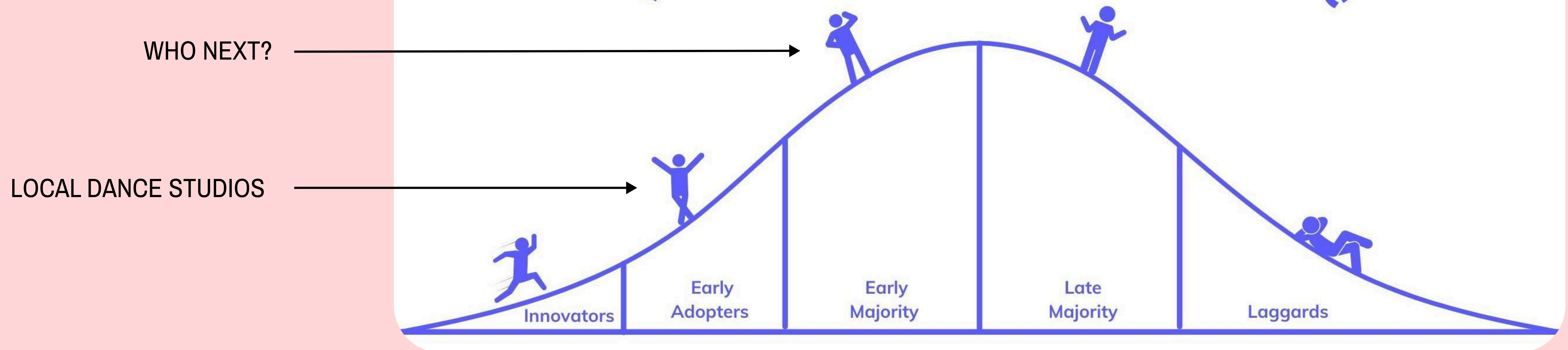


Benefit 3

How we will solve it.

TARGET AUDIENCE - EARLY MAJORITY

The Production Adoption Curve



[Q2] MARKET STRATEGY

IDEAL CUSTOMER

While the instructor may purchase the product, the dancer uses it to learn, and the community is enriched by tasteful dance and its profound meaning.



DIFFERENT BACKGROUNDS.
SAME INTEREST.

“To teach is to touch a life forever, to teach dance is to touch a soul forever.”

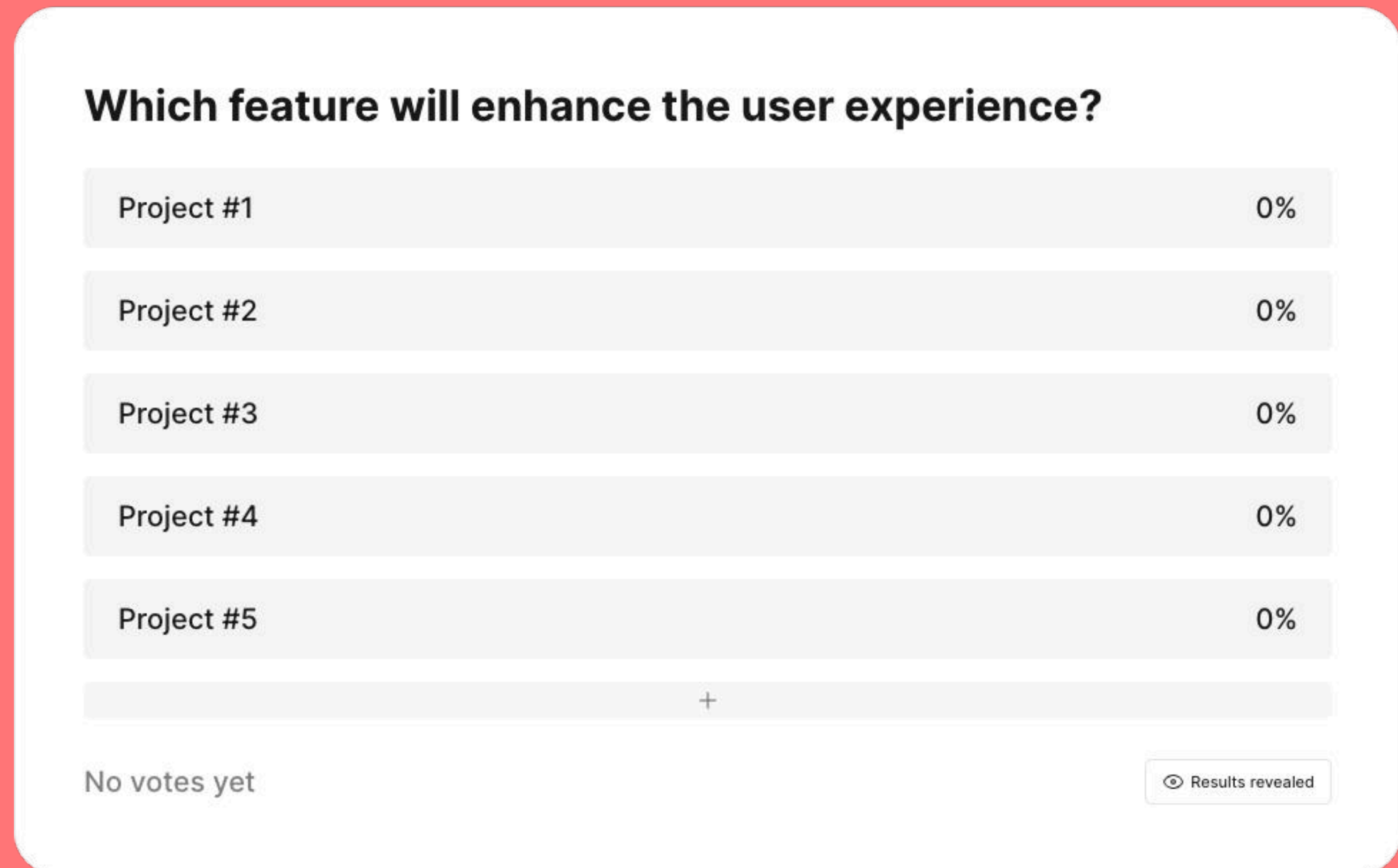
TIMELINE

QUARTER 2



POLL

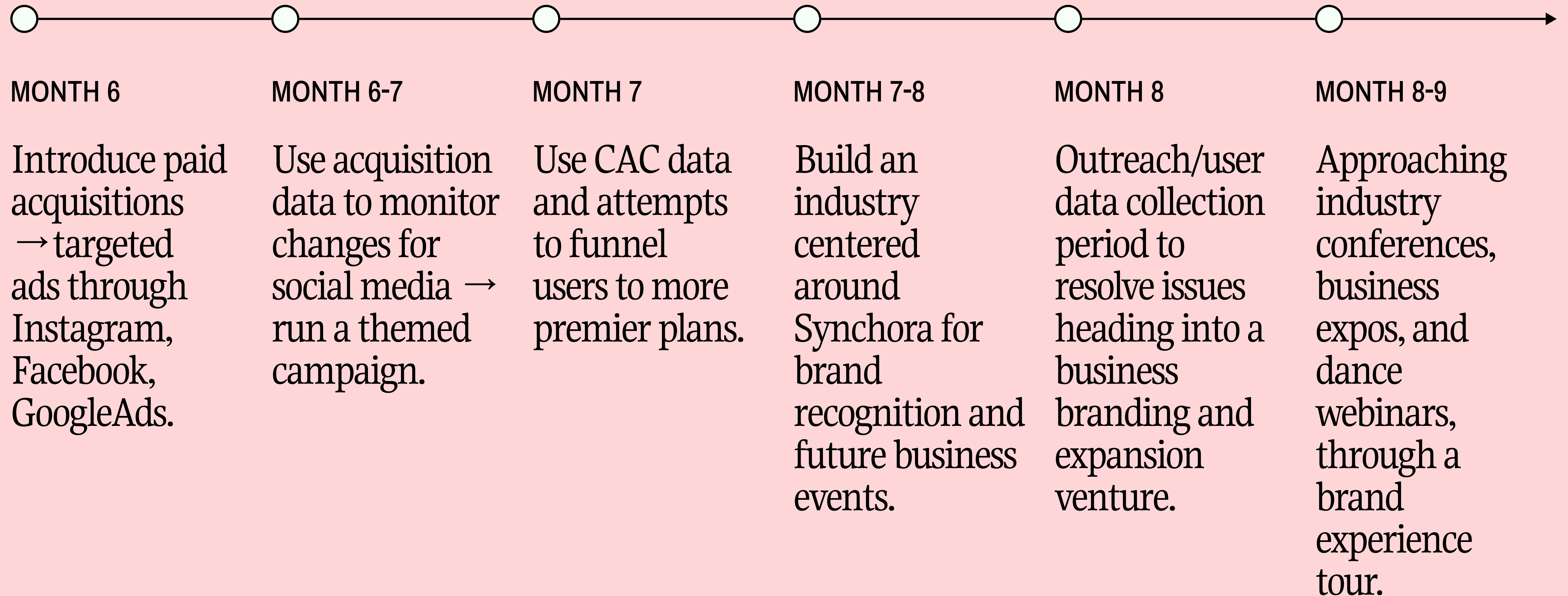
Which feature to roll out next?



[Q3] MARKET STRATEGY

TIMELINE

QUARTER 3



CAMPAIGN FUNNEL

Collaboration &
Storytelling through
Dance

- ▶ ORIGIN OF COMPANY
- ▶ WHO YOU ARE
- ▶ WHAT SYNCHORA HAS ACCOMPLISHED

New Features
Promotion

- ▶ WHAT IS NEW & FRESH?
- ▶ WHY IS IT ENTICING?
- ▶ WHAT TO EXPECT IN THE FUTURE

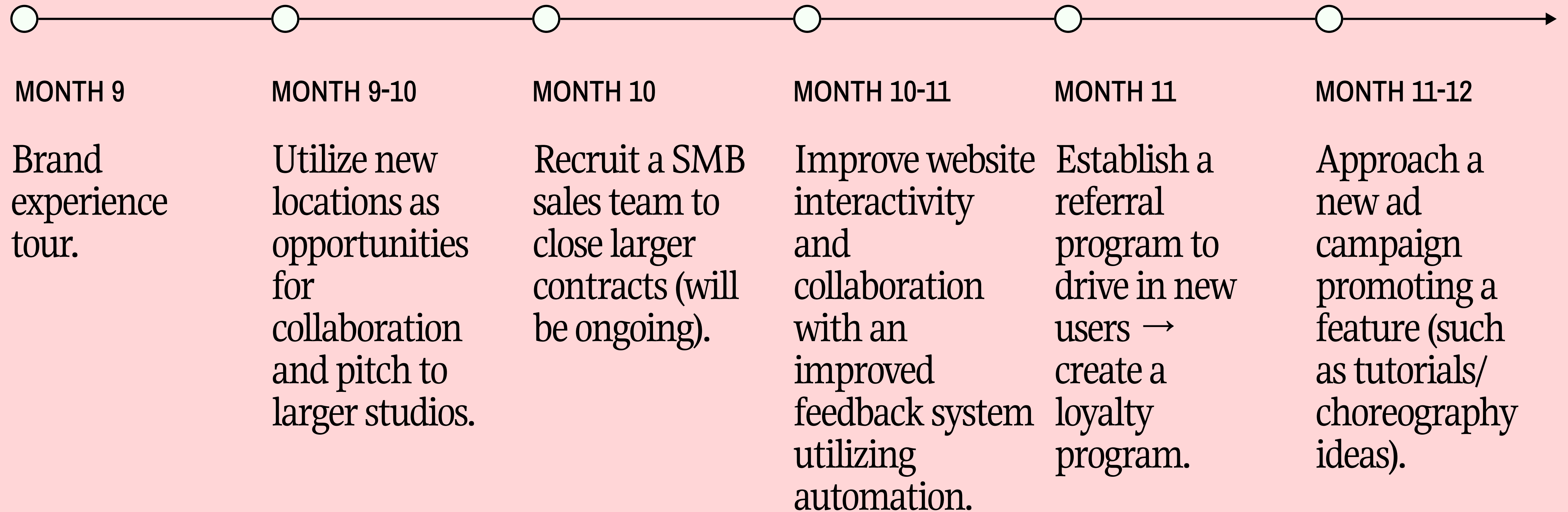
Practicality of
Product

- ▶ SHOULD WANT TO USE
- ▶ CONSTANTLY IMPROVING UX
- ▶ THIS IS THE HOW IT WORKS

[Q4] MARKET STRATEGY

TIMELINE

QUARTER 4



PUBLIC ROADMAP

Which option should we pursue?

Enhance the user experience through being open to existing issues and new features.

Caution: be careful not to over-extend and promise something that takes longer than imaginable to develop.

Which option do you prefer?

Option A ✓

Option B

+

You voted 🗳️ Results hidden

THANK YOU.

Once you've read through this deck,
make sure to stamp your face.

I've reviewed this deck



No stamps yet