Go-to-Market Insights

Lessons from launching a two-sided marketplace in a new market

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FUZU – AI POWERED TALENT ENGINE

- **Mission:** *Preparing people and organizations for success* and becoming the #1 gateway for emerging market talent

- **A Finnish company** founded in 2013 with a core team of 35 people in 5 countries across Europe and Africa +400 full time contractors across 15 countries

- Has supported **+2,000 companies** in finding talent, from SMEs to growth businesses and multinationals

- **+20 million people** have used Fuzu to accelerate their careers

- **Advanced AI** based platform and talent pool of **+3 million people**, growing by 20.000 professionals every month

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Heineken

barona

Microsoft

Uber

DHL

airtel

WORLD BANK GROUP

Coca-Cola

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BUSINESS MODEL – TWO PRIMARY REVENUE STREAMS

1 — REMOTE WORKFORCE OPERATIONS

- **Talent-as-a-Service model** offering hourly, monthly or task based workforce to global direct clients, 3rd party marketplaces and partners

- **Charging for delivered work products** (hours or outcomes) on monthly basis

- **Fuzu handles payroll and talent operations** (sourcing, onboarding and monitoring)

The Primary Business Model

2 — MARKETPLACE OPERATIONS

- **Software-as-a-Service model (two-sided marketplace** offering subscriptions, one-off licenses or recruitment services for local and global employers

- **Fuzu handles locally** business development, account management and talent delivery

The Secondary Business Model

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GTM Insight 1: Start Narrow – Not Broad

It's all about winning, validating and keeping a beachhead to kick off the flywheel:

- Successful GTM is **not country-first, it's segment-first**.
- Pick **one clear use case + one ICP + one channel**.
- Aim to reach **15–20% penetration in a micro-segment** → this is where network effects start (tipping point).

Rule of thumb: If you try to serve "everyone" in a new market, you serve no one well.

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GTM Insight 2: Lead with Pull – Not Push

New markets resist "sales-led" entry unless pain is obvious.

Strong GTM starts with **pull mechanics**:

- SEO / demand aggregation
- Free or freemium access
- Clear, immediate value (speed, cost, access, quality)

Push (sales, outbound, partnerships) only scales after pull is proven

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GTM Insight 3: Local Credibility Beats Global Brand

- Trust is hyper-local and critical to success especially in emerging markets.
- High trust = respected brand = lower cost of market entry.
- Early wins must be **local logos, local stories, local proof points**.
- Government integrations, universities, or respected employers can shortcut trust.
- Global brand ≠ local legitimacy.

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GTM Insight 4: Establish Winning Sequence Before Scale

- GTM must be staged:
  i. **Acquire** supply (content, inventory)
  ii. **Activate** usage (not just sign-ups)
  iii. **Prove** value (time-to-hire, cost saved, outcomes)
  iv. Only then **monetize**
- Monetizing too early kills adoption - monetizing too late kills the business.

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GTM Insight 5: Establish Winning Sequence Before Scale

- Sustainable GTM comes from **improving conversion points in the core loop**:
  - Visit → register
  - Register → activate
  - Activate → repeat
  - Repeat → refer
- Small % improvements compound faster than big campaigns.

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GTM Insight 6: Build GTM as a System, Not a Launch

- GTM is not a launch event - it's **an operating model**.
- Needs clear ownership across:
  - Product (activation & retention)
  - Marketing (demand & trust)
  - Sales (monetization timing)
- Markets fail more often due to lack of focus and cadence, not lack of ideas.

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Thank you!

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