

leo capital

GTM Playbook: Tools to get 10 demos in first 100 days

The First 100-Days Go-to-Market Roadmap

The 100-Day Target



Goal: Zero to 10 qualified demos in 90–100 days.

Operational Approach

Build a **repeatable, tool-driven engine**. Balance massive automation with "unscalable" personalization to build high-trust rapport early on.

Founder Responsibility

Before utilizing these tools, founders must define the remaining strategic questions:

- **What** is the unique value prop?
- **Why** should they buy now?
- **How** do we solve their pain?

The Expected Effort

$$\text{Required Touches} = \frac{10 \text{ Demos}}{0.02 \text{ (Response)} \times 0.25 \text{ (Booking)}} = 2,000 - 3,500$$

20-40
Weekly Conversations

Email Benchmarks

1-3% average email response rate across US mid-market outbound campaigns.

Conversion Rates

20-30% demo booking rate from initial positive prospect responses.



Daily Effort: 2-3 hours of focused outbound activity.



Format: In-person meetings prioritized; online calls as backup.



Persistence: Consistent daily execution to hit outcome numbers.

Execution Milestones: Days 1–100



Days 1–15: Foundation

- Set up core tools
- Define or refine your ICP
- Build your first prospect list
- Launch initial campaigns



Days 16–60: Engine

- Start your outreach channels
- Automate follow-ups
- Refine messaging and ICP
- Start evaluating Metrics on a weekly cadence



Days 61–100: Acceleration

- Optimize best-performing campaigns
- Focus on hot leads
- Track and improve

Core GTM Activities



01

Lead Database & Prospecting

Identifying high-intent prospects with a focus on surgical data quality.



02

Lead Outreach

Multi-channel approach via tailored email and LinkedIn sequences.



03

Leads Management

Tracking interactions and implementing disciplined follow-up cadences.



04

Meetings & Demos

Converting leads into high-value in-person discovery meetings.

Prerequisite:

Define and Refine your Ideal Customer Profile (ICP) across all stages

Ideal Customer Profile

A "Living Document"

The ICP is essential for keeping the "North Star" aligned. It ensures every contact is a high-probability opportunity.

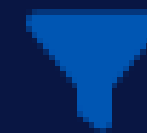
FOUNDER'S SAY

"We updated our ICP monthly during Year 1 to find true product-market fit and get the right audience." - A logistics startup executive.

Sample ICP Framework



Alignment of product and messaging.



Reducing wasted outreach effort.



Requires continuous iteration.

Category	Target Definition
Industries	3–5 specific sectors with mid-market pain points.
Company Size	50–500 employees (Sweet spot: 100–250).
Target Personas	Director of [X], VP of [Y], or Head of [Z].
Geography	2–3 US metro areas (e.g., NYC, SF, Austin).
Tech Signals	Companies using complementary or competitor tools.

LEAD DATABASE & PROSPECTING

01

Primary Tool: Apollo.io

FREE | BASIC ~\$59/MO

The GTM Central Nervous System

Apollo serves as an all-in-one powerhouse for startups, bridging a massive B2B database with seamless automated outreach.

Core Capability: Filter millions of profiles to find US-based prospects with verified email and direct-dial data.

PRO TIP

Use the "**Job Change**" filter. New hires in the US are 3x more likely to buy software in their first 90 days.

Founder's Say

"Apollo works best for the US market" – Founder, Real Estate Tech Startup

Strategic Alternatives

LinkedIn Sales Nav

~\$79.99 / Month

Gold standard for real-time accuracy and "intent signals" through job changes and posted content.

Hunter.io & Snov.io

Free Tiers Available

Specialists in "email hunting" and verification. Build bulk lists quickly with extremely low bounce rates.

Crunchbase

Strategic Intelligence

Best for funding-based triggers. Reach out when companies close rounds and have active budgets.

Setup Guide

1

Define and Execute ICP Searches

Narrow by Industry, Revenue, and US Region (e.g., Tennessee for healthcare) for high message relevance.

2

Leverage Buying Intent Filters

Utilize filters to identify companies researching your product category to intercept them at their pain point.

3

Segmented Lead Exporting

Organize by persona to tailor tone—strategic for executives and tactical problem-solving for managers.

Primary Tool: Instantly.ai

GROWTH PLAN ~\$37/MO

Deliverability- First Automation

Robust focus on deliverability and inbox rotation.
Connect unlimited sending accounts under one flat fee.

Core Functionality: Automates multi-step sequences using a sophisticated warmup algorithm to simulate human behavior.

PRO TIP

Review ICP—are you targeting decision-makers? Use **A/B testing** to trial completely different message angles.

Founder's Say

"I used my GTM to generate 15 meetings in a single month and landed in the US to convert them." — Security Startup

Strategic Alternatives

Smartlead

~\$39 / Month

Preferred by power users for advanced API integrations and detailed master-inbox management.

Lemlist

~\$59 / Month

Standard for high-touch outreach. Dynamic media insertion for personalized images and videos.

Saleshandy

~\$25 / Month

Dependable, no-frills entry point for sequence automation and tracking on a conservative budget.

Setup Guide

1

Secondary Domain Procurement

Purchase 2-3 similar domains (e.g., tryproduct.com) to isolate cold outreach from core business communications.

2

Authentication Protocols

Configure SPF, DKIM, and DMARC records to prove message legitimacy and reduce spam flagging.

3

Essential Warmup Period

Activate "Warmup" for 14 days to build sending volume and positive signals before launching live campaigns.

Primary Tool: HubSpot

FREE CRM FOREVER

Enterprise-Grade Scaling

The standard for startups, offering an infrastructure that scales alongside your business for sales operations.

Core Functionality: Visualize the sales funnel from touchpoint to contract; manage contacts and log communications.

PRO TIP

Use **Zerobounce** to verify emails and Aomni.ai to enrich leads with relevant contact data.

Founder's Say

"I could do a lot with Excel during the first few months as it saved me time, but HubSpot is the goal." — ESG Founder

Strategic Alternatives

Pipedrive

~\$14 / Month

Highly intuitive UI focusing on the visual sales funnel without marketing automation distractions.

Attio

~\$29 / Month

Built for speed and collaborative teams. Automatically pulls data from emails and calendars.

Notion

Free / Custom

Versatile "DIY" alternative. Viable if you already use Notion for internal project management.

Setup Guide

1

Automation via Zapier

Integrate prospecting and outreach tools with HubSpot to ensure lead data is pushed automatically without manual entry.

2

Seamless Scheduling Sync

Integrate Cal.com to automatically create meeting activities within the specific contact records in HubSpot.

3

Lead Lifecycle Tracking

Configure Deal Stages (Outreach → Meeting → Demo) to identify funnel bottlenecks and refine your approach.

Primary Tool: Cal.com

INDIVIDUAL PLAN FREE

Open-Core Customization

Preferred choice for technical founders due to unparalleled control and unlimited event types on the free plan.

Core Functionality: Handles time zones, reminders, and calendar syncing across multiple providers automatically.

PRO TIP

Build **10-15 minute buffers** between meetings to log notes in HubSpot and prevent founder burnout.

Founder's Say

"Your booking link is more than just a convenience; it is a filter." — security startup founder

Strategic Alternatives

Calendly

Free / Premium

High UI familiarity for prospects. Extreme simplicity, though the free tier is restricted to one event type.

Koalendar

~\$6.99 / Month

Affordable premium features for founders who need more than a basic free plan without steep cost jumps.

Setmore

Free (Up to 4 users)

Excellent entry point for small teams and co-founders who need to share scheduling responsibilities.

Setup Guide

1

Establish Professional Link Structure

Configure a clean URL (e.g., cal.com/founder/discovery) to appear polished and deliberate in outreach emails.

2

Routing & Qualification Forms

Require prospects to answer brief questions (e.g., company size) to automatically redirect unqualified leads.

3

Availability Management

Use platform settings to build buffers and manage energy levels for consistent delivery in every demo.

Strategy Based Pricing

Bootstrapper

\$0 – \$60 / mo

PHILOSOPHY: High manual effort, ultra-targeted precision.

[Apollo.io \(Free\)](#) 1,000 credits to identify early adopters with zero upfront cost.

[Apollo Sequencer](#) Native tool for <50 emails/day, high-touch small campaigns.

[HubSpot \(Free\)](#) Professional anchor to keep leads and follow-ups organized.

[Cal.com \(Free\)](#) Polished booking experience with unlimited event types.

Growth Stack

\$150 – \$250 / mo

PHILOSOPHY: Balanced automation & multi-channel velocity.

[Apollo Pro \(\\$59\)](#) Advanced filters and Buying Intent signals for large lists.

[Instantly.ai \(\\$47\)](#) Scales volume safely across domains with automated warmup.

[Sales Navigator \(\\$99\)](#) LinkedIn job changes and timely "hooks" for relevant outreach.

[Lavender.ai \(\\$29\)](#) AI email coach providing drafts and score analysis in real-time.

Power Stack

\$500+ / mo

PHILOSOPHY: High automation & AI data enrichment.

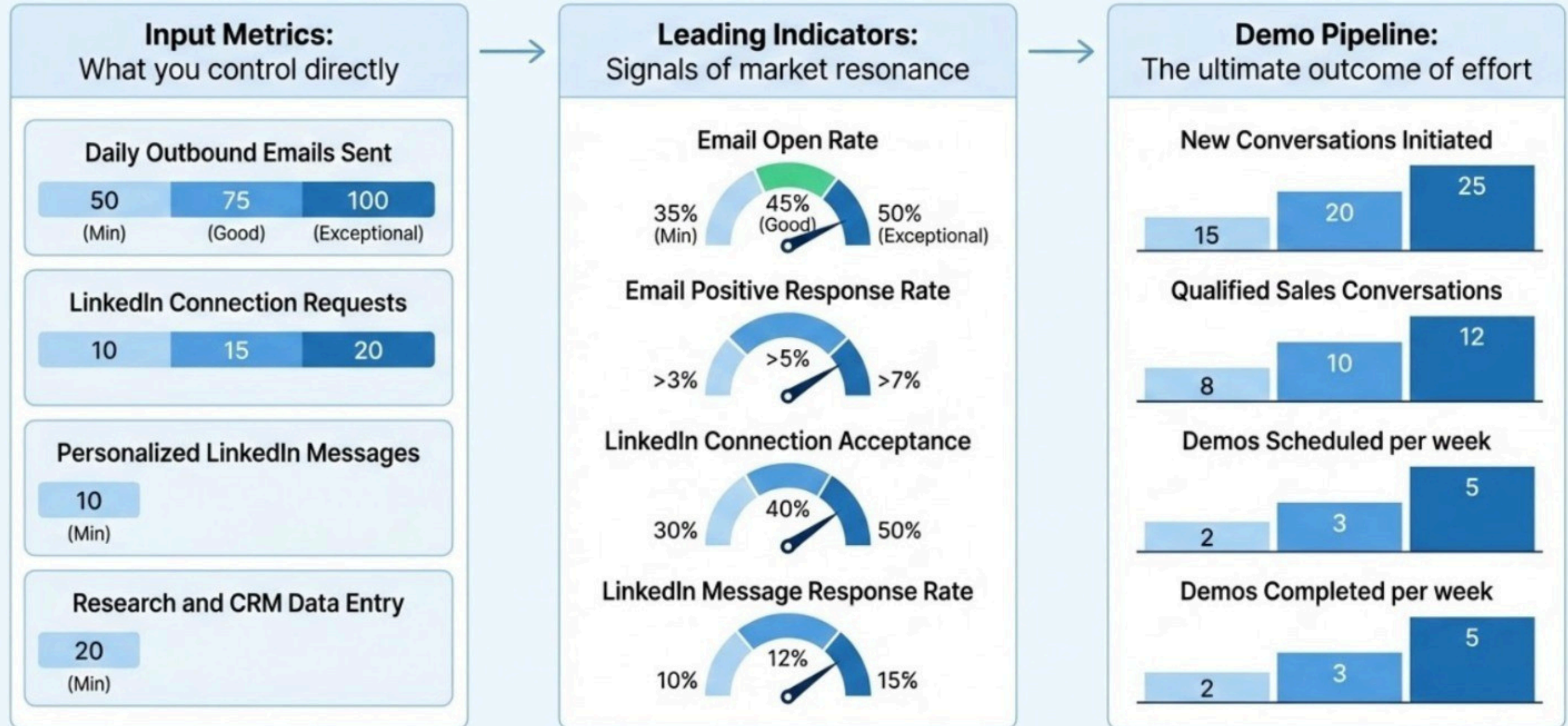
[Clay.com \(\\$149+\)](#) Waterfall enrichment and AI "First Lines" for mass personalization.

[Expandi.io \(\\$99\)](#) Cloud-based LinkedIn auto-outreach for 24/7 engagement.

[Gong / Grain \(\\$19+\)](#) AI-recorded meetings and objection insights for script refinement.

Built on top of Growth Stack infrastructure.

Success Metrics & Benchmarks



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Backing Tomorrow's Global Titans

Submit your pitch deck here at:
<https://leo.capital/pitch-to-us/>



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