

INFINITUS

GTM AT A GLANCE

About Us

Infinitus Management Consulting helps cybersecurity startups, Seed to Pre-IPO, grow by combining sharp go-to-market strategy with AI-driven, sleeves-rolled-up execution.

We partner with founders to define positioning, secure product-market fit, drive analyst recognition, and activate real pipeline, fast.

Problems We Solve

- ✓ Unclear positioning & slow pipeline growth
- ✓ Limited industry visibility & market traction
- ✓ Poor leads-qualified pipeline conversion
- ✓ Misaligned Sales-Product-Marketing Comms
- ✓ High-risk, costly investments in Rev & MarOps

What We Do



GTM Strategy & Execution

Rapid audits, ICP clarity, & validated messaging to ensure strong market fit.



Brand & Category Positioning

Differentiated messaging & category leadership to command market position.



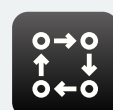
Immediate Sales Readiness

Optimized decks, targeted outreach, and processes that convert leads faster.



Analyst & Influencer Visibility

Accelerated recognition & validation from Gartner, Forrester, IDC, etc.



The Proof Network

Collaborate directly with enterprise CISOs to validate and amplify brand.

Our Guarantee

Structured Clarity | Measurable Outcomes | Continuous Momentum

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OUR SERVICES

Launch Pad

- Foundational GTM Audit & Competitive Analysis
- Positioning & Messaging Framework
- Sales Enablement & Initial Social Presence

Clear Outcome:

Sales-ready market traction and foundational alignment between Sales, Product, and Marketing.

Sprint Package: 2 Months

PMF Reset

- GTM Audit, JTBD Framework & Competitive Intelligence
- Messaging Optimization & CRM Automation
- Founder-Led Content & Community Activation

Clear Outcome:

Validated product-market fit with fully aligned Sales, Product, and Marketing teams.

Sprint Package: 3 Months

Growth Engine

- Demand Generation & Scalable Sales Systems
- Comprehensive Content Strategy & SEO
- SDR-Led Campaign Execution & Investor Dashboards
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Clear Outcome:

Scalable pipelines, predictable sales readiness, and integrated cross-functional communication.

Sprint Package: 4 Months

Analyst Relations

- Analyst Targeting & Briefings
- Strategic Narrative & PR Activation
- Influencer Testimonials & Visibility Campaigns

Clear Outcome:

Established market leadership, fully integrated messaging, and sales enablement for enterprise.

Sprint Package: 4 Months

GTM Retainer

- Ongoing Strategic Execution
- Analyst & Media Engagement
- Advanced CRM Automation
- Competitive Intel & Community Engagement

Clear Outcome:

Sustained sales readiness, fully integrated S-P-M strategy, revenue pipeline predictability.

Retainer Package: 6+ Months

Proof Network

- CISO-Led Market Validation
- Accelerated Enterprise Traction
- Trusted Commercial Access
- Rapid Product-Market Fit

Clear Outcome:

Validated market fit, amplified credibility, direct enterprise opportunities.

Exclusive Access