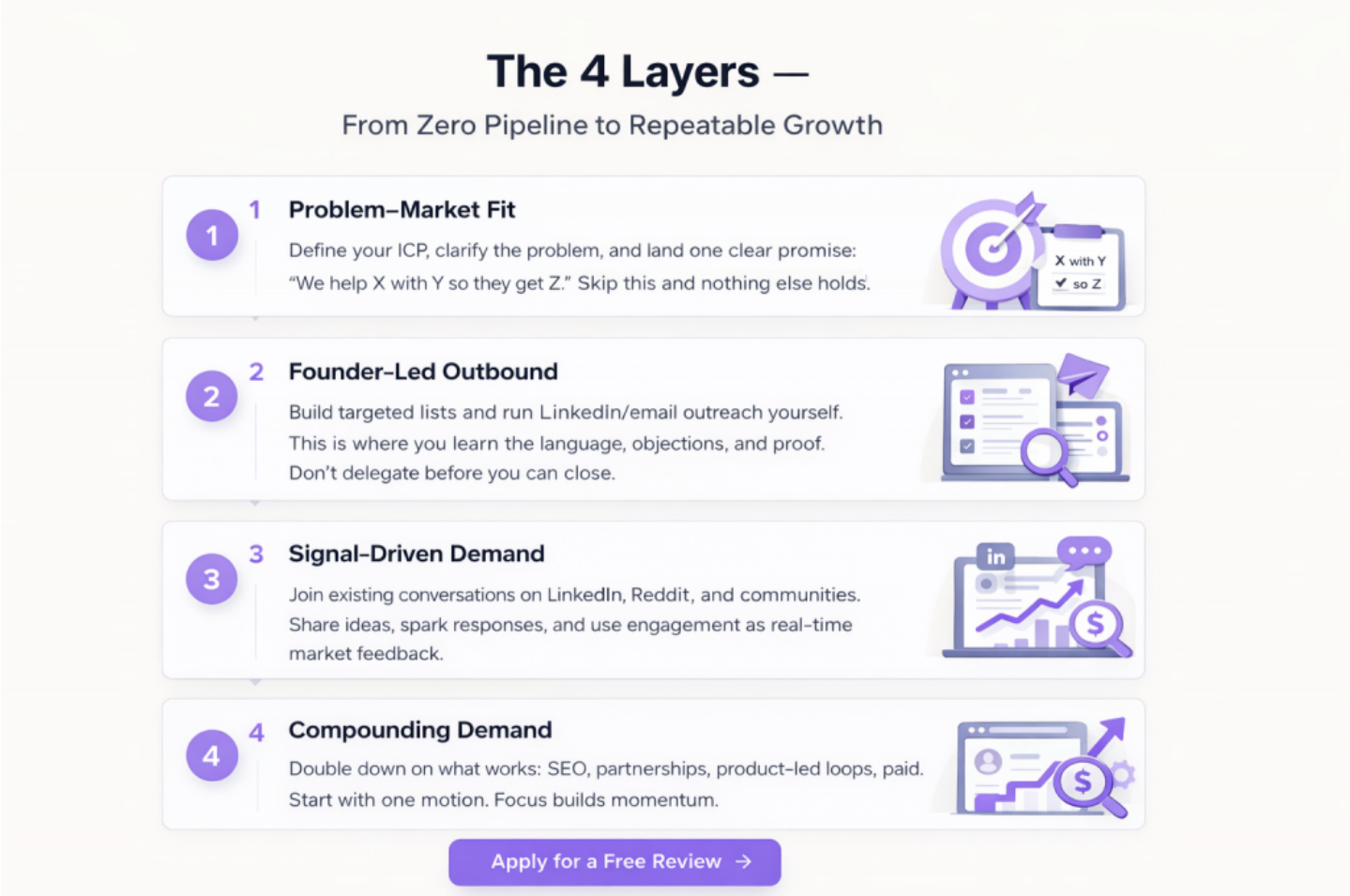
You Built the Product. Now What?

New 4-Layer GTM Framework Gives Solo SaaS Founders a Predictable Pipeline; in Just 5 Hours a Week



Sydney, New South Wales Feb 7, 2026 (Issuewire.com**)** - You shipped the code. You know the product works. But every week the same question nags: *"Where do my first paying customers actually come from?"*

A new framework from growth leader Franki Chamaki finally answers it. *From Code to Customers: A 4-Layer Mental Model for SaaS Go-To-Market* gives solo and technical SaaS founders a step-by-step system to build a minimum-viable GTM engine in 3–5 hours a week — and create a predictable pipeline inside 90 days, without hiring a single marketer.

Chamaki is Head of Demand Generation at Think & Grow, where he designs digital growth systems that capture, nurture and convert pipeline. He has driven startup growth initiatives at The Coca-Cola Company, Commonwealth Bank and AMP. At Coca-Cola he founded the company's first accelerator program — later known as Coca-Cola Founders Platform — and co-founded HIVERY, an AI-driven retail optimisation company backed by CSIRO's Data61.

"I've sat on both sides — inside global brands like Coca-Cola and major financial institutions, and inside scrappy AI startups," said Chamaki. "The pattern is always the same: the teams that win don't chase

every tactic. They run a clear, layered playbook. Solo founders deserve that same clarity, adapted to their reality of a few spare hours a week and no GTM team."

The 4 Layers — From Zero Pipeline to Repeatable Growth

Layer 1 — Problem–Market Fit. Nail your ICP, sharpen the problem, and distil one hero offer into a single line: *"We help X with Y so they get Z."* Skip this and every layer above it breaks.

Layer 2 — Founder-Led Outbound (Your Fastest Path to Revenue). Targeted lists, LinkedIn and email sequences; run by you, not an agency. This is where you learn the language, objections and proof points you need to sell with conviction. No founder should delegate this before they can close deals themselves.

Layer 3 — Signal-Driven Demand (LinkedIn, Reddit & Communities). Find the conversations that already exist around your problem. Join them. Publish content that invites response. Treat engagement as a live feedback loop — and use LinkedIn not as a broadcast channel but as a learning and prospecting engine that keeps you in your prospect's notifications until they agree to pilot your MVP.

Layer 4 — Compounding Demand (Double Down or Pivot). Layers 1–3 reveal what's working. Layer 4 is where you pour fuel on it — SEO, partnerships, product-led loops, paid channels. The rule: pick *one* motion to start. Focus creates momentum. Explore the full menu of GTM motions at **gtmcomponents.gtmsprint.run**.

How It Works: 90-Day GTM Sprints

The model runs in focused 90-day sprints so time-poor founders work one or two channels at a time instead of chasing every new tactic. It is built for technical founders asking two questions:

- *"How do I get my first SaaS customers?"*
- *"What's the minimum I need to do each week to keep pipeline moving?"*

"Most technical founders don't want to become full-time marketers," Chamaki said. "They need a minimum-viable GTM engine that still creates a predictable flow of conversations and deals. This 4-layer model is the backbone, AI tools and simple operating systems do the heavy lifting."

Get Started For Free

Chamaki helps solo founders and tiny GTM teams through **GTM Sprint**, a done-with-you program and suite of AI-powered apps that apply the 4-layer model in practice. The launch includes:

- **10-minute video breakdown** → Watch on YouTube
- **90-Day GTM Sprint Simulator** → Enter your details and get a sequenced execution plan in seconds → gtmcomponents.gtmsprint.run

All resources are live now at **gtmsprint.run**.

About Franki Chamaki

Franki Chamaki is a startup co-founder turned demand generation leader with experience across SaaS, AI, finance and consumer goods. He founded Coca-Cola's first accelerator program (later Coca-Cola

Founders Platform) and co-founded HIVERY, an AI retail optimisation company recognised globally for hyper-local retailing. He has driven growth for The Coca-Cola Company, Commonwealth Bank and AMP, and currently serves as Head of Demand Generation at Think & Grow. Through GTM Sprint he helps solo founders and tiny teams design practical, experiment-driven go-to-market systems.

Media Contact Franki Chamaki Founder, GTM Sprint gtmsprint.run

Media Contact

GTM Sprint Run

*********@gmail.com

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