

Proposal: GTM Activation Plan for AlleyOop

Current stage:

- Two-sided app = classic chicken/egg problem
- No current consumer users → can't sell advertisers
- Advertisers are the revenue engine → need to show ROI fast
- Initial phase = building proof of motion (early adoption on both sides, then scale)

Core Strategy

We need just enough consumer traction to (1) attract advertisers, (2) generate case studies, and (3) lock in repeatable revenue.

The approach: run 3 user acquisition bets and 3 advertiser acquisition bets in parallel, with relatively low-lift tactics.

Consumer/User Side (build early liquidity)

1. NYC Street Teams → On-the-ground brand activation in neighborhoods where parking pain is highest. Goal = seed few hundred active users.
2. Paid Social Acquisition (Meta/TikTok) → Micro-target campaigns around NYC zip codes, commuter groups. Goal = drive cost-efficient downloads.
3. Paid Endorsements (Micro-athletes/Celebs) → Short-form endorsements from NYC athletes, comedians, and influencers. Authenticity > big names. Goal = credibility + virality.

Target outcome: 500–1,000 engaged users within 60 days.

Commercial Side (prove monetization)

1. Founder-Led Biz Dev ("Things That Don't Scale") → Cesar + team personally close 5–10 marquee local advertisers. Walk them through vision and early adopter perks.
2. ABM Lite (Email + Direct Mailers) → Identify top 50 local businesses (car washes, bars, restaurants). Send tailored outreach (email + cool mailer).
3. LinkedIn Outreach from Cesar → Consistent outbound on LinkedIn (via VA support) to drive pipeline. Pair with ABM to reinforce credibility.

Target outcome: 5–10 paying advertisers generating real ROI stories in 120 days.

Resource Needs

- Street Teams: 2–3 reps part–time (contract basis). ~\$2–3K/month
- Paid Ads: \$3–5K test budget for Meta/TikTok
- Endorsements: \$5–10K to secure 1–2 local personalities
- ABM/Outreach: VA support (~\$1.5K/month) + software (Apollo, Instantly, similar)

Total est. budget for 90–day sprint: ~\$20K.

My Role & Compensation

I'll architect and execute this GTM sprint as acting CMO: strategy, messaging, campaign oversight, and setting up scalable systems.

- Option A (Part–Time / 1099): \$5K–7.5K/month retainer + 0.5–1.5% equity kicker (vesting over 12–18 months)
- Option B (90–Day Sprint): \$20K flat (paid monthly) + 0.25–0.5% equity warrant tied to hitting sprint KPIs, with clear path to renegotiate into long–term CMO role
- Option C (Full–Time, if funded): Base salary + meaningful equity

Equity can vest milestone–based (e.g. tied to funding round or DAU growth) vs time based.

- [How I Partner with Brands: Philosophy, Process, Packages →](#)

Next Steps

If aligned, we finalize a plan and scope along with clear KPIs, for example:

- 1,000 active users
- 10 paying advertisers
- 3 case studies/testimonials

This sets AlleyOop up for fundraising leverage and a credible path to scaling revenue.