

The Chanakya GTM Framework

Strategic Playbook for B2B SaaS Hyper-Scaling

Framework Overview: The 12 Houses

The Chanakya framework organizes GTM into 12 interconnected "houses" across 4 strategic pillars:

Pillar	Houses	Focus
Strategic Foundation	1, 4, 7, 10	Soul, Team, GTM Funnels, Domination
Functional Execution	1, 5, 9, 11	Soul, Segments, Revenue, Expansion
Bottleneck Resolution	6, 8, 12	Competition, Innovation, Scale
Evolution	2, 3	Capital, Courage

The Complete Structure:

H1: Soul - Strategic narrative & category positioning
H2: External Support - Capital, mentors, economics
H3: Courage - Brand personality & GTM fit
H4: Team - Talent composition & execution
H5: SOAS - Segments & awareness states
H6: Competition - Competitive strategy & pricing
H7: GTM Funnels - Channel strategy & experiments
H8: Transformation - Innovation & market evolution
H9: Revenue - Unit economics & forecasting
H10: Domination - Market share & brand recall
H11: Expansion - Market-segment growth
H12: Scale - Global expansion & funding

House 1: Soul (Atma)

Core Question: What do you solve and stand for?

The CCC Framework

Element	Definition	Output
CPV	Core Proposition Value	Your fundamental promise
Category	Market positioning	Your competitive arena
Concentration	Memory anchor	What you're known for

Two Strategic Approaches

Outside-In (Market-Driven)

Use when: Serving known problems

Inputs: Tech trends, market shifts, behavior changes

Process: Problem → Solution → Benefits → Outcomes

Example:

- **Problem:** Sales teams miss leads outside business hours
- **Solution:** AI-powered 24/7 qualification
- **Benefits:** Capture every opportunity, consistent quality
- **Outcomes:** 35% more pipeline, 28% faster velocity

Inside-Out (Innovation-Driven)

Use when: Creating new categories

Inputs: Radical innovation, design thinking

Process: Opportunity → Benefit → Category Definition

Example:

- **Opportunity:** Voice AI can replace SDR work
- **Benefit:** Scale qualification without headcount
- **Category:** "Conversational Sales Agents" (not chatbots)

Strategic Narrative Template

The 5-Part Story:

1. **Hook** - "Remote work forced companies to rethink collaboration..."
2. **Value** - "Winners adapted fast. Losers lost market share."
3. **Evidence** - "Teams can now collaborate seamlessly across time zones..."
4. **Differentiator** - "Our platform provides real-time sync, contextual memory, and AI assistance..."
5. **CTA** - "Join 500+ companies achieving 40% faster project completion."

Checklist

- ☐ Define CPV in one sentence
- ☐ Choose category (create new vs. existing)
- ☐ Identify substitute (what buyers use now)
- ☐ Write 5-part strategic narrative

House 2: External Support (Samarthan)

Core Question: What resources enable growth?

Support Matrix

Type	Components	Impact
Capital	Funding, runway, FCF	Growth pace
Experience	Founder background	Execution speed
Advisors	GTM, tech, financial	Decision quality
Economics	Unit economics at scale	Sustainability

Key Metrics

Capital Position:

- Runway: 18+ months ideal
- Burn multiple: <1.5x net new ARR
- Capital efficiency: \$0.50-\$1.00 CAC payback

Scale Economics Targets:

Metric	Current	At 2x	At 5x
CAC	\$3,000	\$2,500	\$2,000
Gross Margin	70%	75%	80%
Support Cost	15%	12%	10%

House 3: Courage (Parakram)

Core Question: Standing out or blending in?

The Three Archetypes

Type	Definition	GTM	Risk/Reward
Misfit	Challenge conventions	Category creation, bold claims	High/Highest
Missionary	Purpose-driven	Value selling, community	Med/High
Mercenary	Efficient execution	Proven channels, ROI-focus	Low/Limited

Positioning Examples

Misfit: "Everyone says [industry norm]. We think that's wrong. Here's why: [contrarian insight]. Join us in [revolution]."

Missionary: "We believe [aspirational future] is possible. Our mission is to [change]. Join 1,000+ companies making this real."

Mercenary: "Companies using our platform achieve [outcome] in [timeframe] with [ROI]. Get results in 90 days."

Checklist

- ☐ Choose archetype (fits founder personality?)
- ☐ Define brand voice guidelines
- ☐ Map GTM to archetype
- ☐ Test with 10 prospects (does it resonate?)

House 4: Team (Sena)

Core Question: Right people, right configuration?

The Four Dimensions

Dimension	Winner	Why
Talent vs. Skill	Skill	Teachable, measurable
Intent vs. Capability	Intent + Training	Can be developed
Experience vs. Curiosity	Curiosity + Context	Adapts faster
Work-Think Ratio	Role-dependent	Wrong ratio kills growth

Team Configuration by Stage

Stage	Team Structure	Work:Think Ratio
0-\$1M	Founder + 1-2 generalists	70:30 (execution bias)
\$1-5M	GTM leader + specialists (SDR/AE/Mktg)	60:40 (balanced)
\$5-20M	Functional leaders + teams	50:50 (strategy critical)

Talent Audit

For each role, assess:

Skill Quotient:

- Execute today? (Y/N)

- Level up 2x in 12 months? (Y/N)
- Adjacent skills for expansion? (Y/N)

Intent Index:

- Want to grow? (H/M/L)
- Invested in mission? (H/M/L)
- Seek feedback? (Y/N)

Curiosity:

- Learn new approaches? (Freq/Sometimes/Rarely)
- Experiment? (Y/N)
- Question status quo productively? (Y/N)

House 5: SOAS (Dhanu) - Segments

Core Question: Who are we targeting and why?

Framework 1: Three-Tier Segmentation

Tier	Definition	Approach
Core (Dream 1000)	Perfect ICP fit	White-glove, full attention
Near (5000)	80% fit, potential	Scalable, some automation
Excluded	Wrong fit, freeloaders	Filter out, no resources

Framework 2: Segment Matrix

Map on 2 axes:

Y-Axis: Decision Makers vs. Nudgers

X-Axis: Willingness to Pay (WTP) vs. Pull Trigger (WTPu)



Framework 3: Psychological Profiling

Four Research Dimensions:

Dimension	What It Reveals	How to Research
Tech Stack	Solution maturity	LinkedIn, BuiltWith, job posts
Social Presence	Influence level	Followers, engagement, speaking
Network Signals	Interests, pain points	What they like, share, write
JTBD Laddering	True motivations	Intent mapping (functional → strategic → emotional)

JTBD Laddering Example

Surface Level (Functional): "I need to qualify leads faster"

Ladder Up (Strategic):

- Why? → Pipeline is inconsistent
- Why? → Missing after-hours opportunities
- Why? → Losing to faster competitors
- Impact? → Board pressure, quota risk

Ladder Up (Emotional):

- How does this affect you? → Under pressure from board
- What if it continues? → Might not hit number
- What's success? → Prove we can scale without hiring

Ladder Down (Tactical):

- Specific actions? → Respond within minutes
- How measured? → Response time, conversion rate
- What's blocking? → Team capacity, time zones

Framework 4: Market & Product Wedges

Market Wedge (Entry Point):

Example	Entry Problem	Expansion Path
Amazon	Books (selection + convenience)	Everything store
Salesforce	Sales force automation	Full CRM platform
Slack	Team chat	Collaboration platform

Product Wedge (Hook Feature):

Example	Hook Capability	Expansion
TikTok	AI personalized feed	Social features, creation tools
Zoom	One-click meetings	Phone, rooms, events
Notion	Flexible blocks	Databases, wikis, projects

Checklist

- ☐ Define Core (1000), Near (5000), Excluded
- ☐ Map Decision Makers vs. Nudgers
- ☐ Plot WTP vs. WTPu
- ☐ Complete psych profiling (top 100)
- ☐ Build JTBD laddering questions
- ☐ Define market wedge (entry problem)
- ☐ Define product wedge (hook feature)

House 6: Competition & Pricing (Shatru)

Core Question: How do we win and capture value?

Three Competition Layers

Layer	Competing Against	Strategy
Direct	Same category	Approach differentiation
Indirect	Different solution, same problem	Outcome superiority
Status Quo	Manual process, doing nothing	Opportunity cost

Competitive Audit

For each competitor:

Question	Reveals	Use For
Core strength?	Their wedge	Don't compete here
Key weakness?	Attack vector	Emphasize in positioning
Who do they win?	Their ICP	Avoid or out-position
Who do they lose?	Opportunity	Your ICP target
Pricing model?	Value capture	Your pricing strategy
GTM motion?	Distribution	Your channel strategy

Pricing Strategy

The Five Dimensions:

1. Value Metric

Type	When to Use	Example
Per User	Team collaboration	Slack: \$8/user/month
Per Usage	Infrastructure, APIs	AWS: Pay per compute
Flat Rate	All-access	Netflix: \$15/month
Tiered	Multiple use cases	HubSpot: Starter/Pro/Enterprise
Outcome	Proven ROI	Commission on savings

2. Three-Tier Model

Tier	Purpose	Price	Features
Starter	Land customers	\$X	Core only
Professional	Optimize revenue (60% of sales)	\$3-4X	Full features
Enterprise	Capture high-end	\$10X+	Custom + white glove

3. The 10x Value Rule

Example:

- Product saves 20 hours/month
- Value at \$100/hour = \$2,000/month saved
- You can charge: \$200-500/month (4-10x value capture)

4. Competitive Positioning

Strategy	When	Risk	Benefit
Premium (+20-50 %)	Superior outcomes	Must deliver	Higher margins
Parity (±10 %)	Feature differentiation	Hard to sustain	Direct comparison
Discount (-20-30 %)	Land grab	Race to bottom	Volume, share

Checklist

- ☐ Audit 3-5 direct competitors
- ☐ Map 3-5 indirect alternatives
- ☐ Document status quo approach
- ☐ Choose value metric
- ☐ Design 3-tier packaging
- ☐ Set price points (10x value test)
- ☐ Create competitive battle cards

House 7: GTM Funnels (Vistar)

Core Question: How do prospects find and buy?

Clock Model: Automation x Organic

The Four Quadrants:

Time	Type	Channels	Stage
12-3	Auto + Organic	PLG, SEO, referrals	Scaling
3-6	Manual + Organic	Content, community, partners	PMF validation
6-9	Manual + Paid	Outbound, demos, events	Pre-PMF
9-12	Auto + Paid	Ads, retargeting	Acceleration

Strategic Path: Start 6-9 → Move 3-6 → Build 12-3 → Add 9-12

Outbound Strategy

The Sequence:

Day	Touchpoint	Goal
1	Personalized email	Problem awareness
2	LinkedIn connect	Build relationship
4	Follow-up email	Share insight
7	LinkedIn message	Stay top-of-mind
10	Value email	Case study/resource
14	Phone call	Direct conversation
17	Final email	Break-up or book

Success Metrics:

- Response rate: >5%
- Meeting rate: >10% of responses
- Win rate: >25% of meetings

Inbound Strategy

Content by Stage:

Stage	Content Type	Examples	Metric
Awareness	Problem education	Blog, podcast, social	Traffic, reach
Consideration	Solution education	Webinars, guides, demos	Engagement
Decision	Buying facilitation	ROI calc, trials, references	Conversion

Channel Experiments

Testing Framework:

For each channel:

- 1. **Hypothesis:** "We believe [channel] will generate [X leads] at [Y cost] because [reason]"
- 2. **Investment:** \$X, Y hours, Z weeks
- 3. **Success:** [Metric] > [Threshold] by [Date]
- 4. **Kill:** If [Metric] < [Threshold] by [Date], stop
- 5. **Scale:** If [Metric] > [Threshold], invest [Next amount]

Priority Order:

Rank	Channel	Effort	Time	Risk
1	Founder-led outbound	High	2-4 wks	Low
2	Content + SEO	High	3-6 mo	Med
3	Partnerships	Med	1-3 mo	Med
4	Paid ads	Med	2-4 wks	High
5	Events	High	1-2 mo	Med

Budget Allocation

Stage	Outbound	Inbound	Product	CS
0-\$1M	50%	30%	15%	5%
\$1-5M	35%	40%	15%	10%
\$5-20M	25%	35%	20%	20%

Checklist

- ☐ Map current Clock Model position
- ☐ Design 7-12 touch outbound sequence
- ☐ Build 3-month inbound content plan
- ☐ Define 3 channel experiments
- ☐ Set up core tech stack (CRM, sequences, analytics)
- ☐ Establish budget by stage
- ☐ Create success/kill criteria per channel

House 8: Transformation (Vikar)

Core Question: How do we evolve to stay ahead?

Innovation Framework

The Four Levers:

Lever	Focus	Question	Target
Better	Performance	Which feature X times better in Y time?	Measurable superiority
Easier	UX	What friction can we eliminate?	Faster adoption
Faster	Speed	What can we make 10x faster?	Time-to-value
Pivot	Direction	Do market needs demand new path?	Last resort

Three Innovation Layers

1. Core Product (Primary Value)

- Algorithm improvements
- Speed/reliability
- Core workflow optimization

When: Competitors catching up

Measure: NPS, feature adoption, benchmarks

2. Actual Product (Customer Requests)

- Integrations
- Workflow enhancements
- Platform capabilities

When: Feature gaps blocking deals

Measure: Request volume, win/loss, adoption

3. Adjacent Product (Related Problems)

- New modules
- Platform extensions
- Ecosystem plays

When: Core mature, need new growth

Measure: Attach rate, revenue contribution

NPS-Driven Innovation

Score	Category	Action	Innovation Focus
9-10	Promoters	Leverage	What would make this better?

Score	Category	Action	Innovation Focus
7-8	Passives	Activate	What's preventing love?
0-6	Detractors	Fix or fire	What's broken?

Better-Easier-Faster Examples

Better: "AI accuracy improved 85% → 94%, now most accurate in category"

Easier: "Setup reduced from 3 hours → 15 minutes, trial conversion +40%"

Faster: "Reports that took 2 days → 2 minutes (500x faster)"

Pivot Triggers

Signal	Threshold	Consider
Declining NPS	-10 pts in 2Q	Core value issue
Shrinking TAM	-20% market	Adjacent markets
Losing deals	>50% to competition	Differentiation
Tech shift	Core becoming legacy	Platform modernization

Warning: Pivots are expensive. Only pivot when staying course is riskier.

House 9: Revenue (Dhan)

Core Question: How do we monetize predictably?

Unit Economics

Core Metrics:

Metric	Formula	Target
ARPU	Avg revenue per user	Increasing QoQ
CAC	Sales/marketing ÷ new customers	Decreasing
LTV	ARPU × margin % × months	3x CAC minimum
LTV:CAC	LTV ÷ CAC	3:1 min, 5:1+ ideal
Payback	CAC ÷ (ARPU × margin %)	<12 months

Four-Scenario Forecasting

Scenario	Probability	Assumptions
Base	50%	Current trends continue
Upside	25%	Growth accelerates, churn improves
Downside	20%	Growth slows, churn increases

Scenario	Probability	Assumptions
Nuke	5%	Major disruption, survival mode

Retention Framework

Cohort Analysis:

Cohort	M1	M3	M6	M12	NRR
Q1 '24	\$100K	\$95K	\$92K	\$88K	88%
Q2 '24	\$120K	\$118K	\$116K	\$115K	96%
Q3 '24	\$150K	\$153K	\$158K	\$165K	110%

Retention Targets:

- GRR (Gross): 90%+ (below 85% dangerous)
- NRR (Net): 110%+ (below 100% shrinking)

The NRR Growth Formula:

NRR > 100%: Grow even if new sales stop
NRR = 100%: Maintain, all growth from new sales
NRR < 100%: Losing ground, must acquire faster than churn

Monthly Revenue Build

Month N ARR =
Month N-1 ARR
+ New Bookings
- Churn
+ Expansion
- Contraction

Example Forecast:

Source	Jan	Feb	Mar	Q1
Outbound	\$80K	\$90K	\$100K	\$270K
Inbound	\$40K	\$50K	\$60K	\$150K
Partners	\$20K	\$20K	\$30K	\$70K
Total	\$140K	\$160K	\$190K	\$490K

House 10: Domination (Pramukh)

Core Question: How do we become category leader?

Three Pillars

Pillar	Measures	Strategy
Market Share	% of TAM customers/revenue	Aggressive acquisition
Wallet Share	% of customer budget	Expansion, upsells
Brand Recall	Top-of-mind awareness	Category ownership

Market Share Tiers

Share	Position	Strategy
>40%	Dominant	Defend + adjacent
20-40%	Strong	Grow + differentiate
10-20%	Emerging	Focus + niche dominance
<10%	Challenger	Land grab + category creation

Wallet Share Path

Stage	Customer Spend	Your Share	Action
Land	\$100K category	\$10K (10%)	Get in door
Expand	\$100K category	\$40K (40%)	Add modules
Dominate	\$100K category	\$80K (80%)	Become platform

Brand Recall Ladder

Tier 1: Category Association "When I think [category], I think [you]"

- Example: Salesforce = CRM, Slack = Messaging

Tier 2: Problem Association "When I have [problem], I think [you]"

- Example: Stripe = Payments, Intercom = Support

Tier 3: Competitive Alternative "You're in every evaluation"

- Example: "Looking at [Leader] and [You]"

Tier 4: Consideration Set "Evaluated if criteria met"

- Example: Niche/vertical-specific

Path to Leadership

Year	Focus	Actions	Target
1	Establish	Define category, build base, create content	Recognition in niche
2	Credibility	Case studies, analysts, community	Consideration set
3	Preference	Thought leadership, evangelism, partners	Strong alternative
4+	Ownership	Market share, standards, acquisitions	Category synonym

House 11: Expansion (Labh)

Core Question: How do we expand profitably?

Market-Segment Matrix

	Current Market	Adjacent Market	New Market
Current Segment	Penetrate (safest)	Market Dev	Risky
Adjacent Segment	Segment Expand	Balanced Growth	Moderate Risk
New Segment	Risky	High Risk	Moonshot

Expansion Priority

1. Market Penetration (Current Market + Segment)

- Increase share in existing ICP
- Lowest risk, fastest ROI
- Action: More sales/marketing in current channels

2. Segment Expansion (Adjacent Segment + Current Market)

- New personas in same market
- Example: SMB → Mid-market
- Action: Adjust product/pricing for segment

3. Market Development (Current Segment + Adjacent Market)

- Same persona, new geography/vertical
- Example: US Tech → EU Tech
- Action: Adapt GTM for new market

4. Diversification (New Everything)

- Highest risk, longest time

- Only when current exhausted
- Action: Treat as new startup

Expansion Readiness Checklist

Before expanding, ensure:

Criterion	Threshold	Status
Product-market fit	NPS >30, churn <5% monthly	✓/✗
Repeatable sales	3+ reps hitting quota	✓/✗
Profitable unit economics	LTV:CAC >3:1	✓/✗
Capital for 18+ months	In current + new market	✓/✗
Team capacity	Expansion won't kill core	✓/✗

House 12: Scale & IPO (Expenses)

Core Question: How do we achieve global scale?

Global Expansion Framework

The Three Phases:

Phase	Focus	Investment	Risk
Test	1-2 pilot customers	Low	Low
Validate	10-20 customers, local team	Medium	Medium
Scale	Full GTM, local ops	High	Lower

Expense Management

Burn Efficiency:

Metric	Formula	Target
Burn Multiple	Net burn ÷ net new ARR	<1.5x
CAC Ratio	Sales/marketing spend ÷ new ARR	<1.0
Magic Number	Net new ARR ÷ (prior Q sales/mktg) × 4	>0.75

Scale Readiness

The Rule of 40:

Growth Rate % + Profit Margin % ≥ 40%

Examples:

- 50% growth + (-10%) margin = 40 (healthy)
- 30% growth + 15% margin = 45 (excellent)
- 20% growth + 10% margin = 30 (needs improvement)

Scale Checklist:

- ☐ \$20M+ ARR with clear path to \$100M
 - ☐ Rule of 40 compliance
 - ☐ >100% NRR
 - ☐ Predictable, recurring revenue model
 - ☐ Strong unit economics (LTV:CAC >3:1)
 - ☐ Proven expansion playbook
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Execution Roadmap

90-Day Implementation

Month 1: Foundation

- Week 1: Houses 1-3 (Soul, Support, Courage)
- Week 2: Houses 4-5 (Team, Segments)
- Week 3: House 6 (Competition, Pricing)
- Week 4: Review & align

Month 2: Activation

- Week 5: House 7 (GTM Funnels - design)
- Week 6: House 7 (GTM Funnels - launch)
- Week 7: House 8 (Innovation pipeline)
- Week 8: House 9 (Revenue model)

Month 3: Scale

- Week 9: House 10 (Domination strategy)
- Week 10: House 11 (Expansion plan)
- Week 11: House 12 (Scale prep)
- Week 12: Full review & next 90

Success Metrics Dashboard

Track Monthly:

Strategic Health:

- └─ H1: Category positioning clarity (qualitative)
- └─ H3: Brand archetype alignment (team survey)
- └─ H5: ICP penetration (% of Dream 1000)
- └─ H6: Win rate vs. competitors (%)

Execution Health:

- └─ H7: Channel performance (leads, CAC, conversion)
- └─ H8: NPS score & trend
- └─ H9: LTV:CAC ratio & payback period
- └─ H10: Market share & brand recall

Growth Health:

- └─ H11: New market/segment traction
- └─ H12: Burn multiple & efficiency
- └─ Overall: Net new ARR & growth rate
- └─ Overall: Rule of 40 score

Final Notes

The Chanakya framework is interconnected:

- Houses 1, 5, 6 inform each other (Soul ↔ Segments ↔ Competition)
- Houses 7, 9 depend on clarity from 1-6 (Can't build funnels without positioning)
- Houses 8, 10, 11 are long-term plays (Only pursue with solid foundation)
- House 12 is the outcome, not the starting point

Start with: Houses 1-6 (get positioning, segments, competition right)

Then execute: House 7 (build GTM machine)

Then scale: Houses 8-12 (innovate, dominate, expand)

Review cycle: Monthly for Houses 7-9, Quarterly for Houses 1-6, Annually for Houses 10-12