

REQUEST FOR PROPOSAL (RFP): Go-To-Market Strategy Evaluation and Development

OVERVIEW

We're seeking an experienced Go-To-Market (GTM) Strategy Specialist to develop and execute a comprehensive market entry strategy for a concept/prototype services provider.

TIMEFRAME

The application stage is open from 01 January to 01 March (midnight PST).

Please begin submitting solutions immediately by email to public@aeroautoteam.com as our assessment of proposals will commence as soon as submissions are received and initiates the formal review process.

Shortlisted proposals will be provided with more detailed information about the project scope once selected. REQUEST FOR PROPOSAL (RFP) bids subject to a Non-Disclosure Agreement (NDA).

Initial proposal evaluations begin 01 January and will be completed by 01 March (midnight PST). Following this the goal is to have 1-3 Go-To-Market (GTM) OR mergers and acquisitions (M&A) solutions to finalize the REQUEST FOR PROPOSAL (RFP).

A final candidate evaluation begins 01 March and will be selected by 07 March.

QUALIFICATIONS & EXPERIENCE

- Experience in GTM strategy development for B2B/B2C work-based learning solutions
- Proven track record of successful market entry strategies for complex PaaS solutions
- Deep understanding of startup sales cycles and decision-making processes
- Experience in market segmentation, positioning, and competitive analysis
- Strong background in recruiting, education, technology sectors

YOUR SUBMISSION

Please provide (preliminary proposal & general qualifications that could be later elaborated on); email public@aeroautoteam.com for copy of REQUEST FOR PROPOSAL (RFP) template:

1. A brief overview of your most relevant GTM OR M&A experience (unsolicited proposals welcome for consideration)

2. OPTIONAL but case studies demonstrating successful GTM OR M&A strategies you've led
3. Your methodology for approaching GTM OR M&A strategy development

PROCESS

Shortlisted proposals will receive an introductory interview meeting with a comprehensive project brief and scope once a returned copy of the signed Non-Disclosure Agreement (NDA) has been completed. At this stage, we're focused on identifying candidates with the right expertise and track record.

CONFIDENTIALITY

The intellectual and proprietary materials, communications, information whether tangible or intangible disclosed are confidential.

The Non-Disclosure Agreement (NDA) forbids that any party disclose the contents of this project before the expiration of the term specified therein.

All submissions will be treated with strict confidentiality.

NEXT STEPS

Selected candidates will be invited to finalize a formal agreement and asked to **submit a formal proposal to be determined (TBD)**