

Before placing the next bet

For funded B2B teams making product or go-to-market decisions without a shared view of the customer evidence

If you hear a founder say something like this, send them my way:

- “Ask anyone on our team who we’re building for and you’ll get a different answer.”
- “Our sales team is in freestyle mode — everyone’s pitching something different.”
- “Engineering delivers every sprint. I’m not sure they’re pointed at the right problem.”
- “We pivoted six months ago and haven’t reset our customer assumptions.”
- “We’re about to hire our first sales rep, and we can’t tell them clearly who to call.”

What you could say

I know a guy who helps teams turn customer conversations into clearer product and go-to-market decisions. He gets the core team hearing the same narrow set of customers and all working from the same evidence. If you’re fuzzy on who you’re building for, which problem matters most, or what to do next, talk to Skipper.

Who it’s for

Funded early-stage B2B teams moving quickly and needing a shared basis for deciding who they’re building for, what to prioritize, and where to place the next bet.

Who it’s NOT for

Bootstrapped teams or anyone looking to hand it off and not participate — this isn’t the right fit. This works best as a team sport.

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