

# Referral guide for How This Works co

For funded B2B founders whose team has stopped agreeing on who they're building for

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 has started 'freestyling' — everyone's pitching something different."
- "Engineering delivers every sprint. I'm not sure they're pointed at the right problem."
- "We pivoted six mos ago and never reset or re-oriented on our ideal customer persona."
- "We're about to hire our first sales rep and I realized we can't tell them who to call."

## What you could say

I know a guy who helps teams figure out who their best customer is, it could be a sprint. Could also take the form of discovery customer interviews for 2-3 mos running alongside your current work. Either way — if the team's fuzzy on who they're building for, talk to Skipper.

## Who it's for

Funded B2B founding teams, pre-seed through Series A, building fast and needing to know who they're actually building for.

## Who it's NOT for

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

## Built with teams from



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