

Go-To-Market (GTM) Document

Sattvahar - Power Your Day, The Sattvic Way

Product Name:

Sattvahar – Power Your Day, The Sattvic Way

1. GTM Goals (Early MVP)

- Validate product-market fit with health-conscious early adopters
- Build initial traction and feedback loop with 100+ real users
- Achieve 40% repeat purchase rate within first 3 weeks
- Establish Sattvahar as a **“no hidden fees, no compromise”** brand
- Convert 25% of users to subscription or repeat orders

2. Unique Value Proposition (Positioning)

“Sattvic and pure vegetarian meals, delivered honestly - no platform fee, no gimmicks, just goodness.”

- **Trust-first delivery model** (no hidden delivery/platform fees)
- **Health-aligned food categories** (Detox, Recovery, Strength, Kids)
- **Spiritual-meets-practical nutrition** approach
- **Delhi NCR exclusive** launch - scarcity + focused testing
- Offers **recipes and wellness info with each meal** (unlike any other platform)

3. Target Segments & Channels

Segment	Channel	Messaging Hook
Fitness lovers	Gym tie-ups, Insta Collabs	“Meals for muscle, not masala. No-nonsense Strength plans.”
Corporate pros	LinkedIn DMs, Coworking flyers	“Work hard, eat clean. Honest lunches delivered.”
Health-focused parents	WhatsApp groups, Schools	“No tantrums, just sattvic meals kids enjoy.”
Recovery-focused users	Clinics, Dieticians, Google Ads	“Heal with every bite - Ayurvedic recovery meals.”
Sattvic followers	Reddit, WhatsApp, Telegram groups	“Food that respects your sadhana. True sattva on your plate.”

4. Launch Campaign – Week 0 to Week 3

Pre-Launch (Week 0–1)

- Invite-only early access list (Google Form)
- Create waitlist via WhatsApp, Insta, and LinkedIn
- Distribute digital flyers via gyms, yoga studios, and coworking hubs
- Partner with 3–5 micro-influencers (fitness/yoga)

Soft Launch (Week 2)

- Launch Delhi NCR test deliveries (100 orders max)
- Collect video + written testimonials
- Incentivize referrals (Free 1-day trial on 3 referrals)
- WhatsApp broadcast list of “Daily Meal Drops”

Growth Push (Week 3–6)

- UGC drive: “This is what sattvic tastes like.” - users share photos/videos
- Micro-communities: Engage 2–3 Reddit/Telegram groups with offers
- LinkedIn storytelling posts by founder: Clean eating, startup honesty
- Introduce “No Platform Fee” visual badge in every communication

5. Key Metrics to Track (0–6 Weeks)

Metric	Goal
NPS	>30
Subscription Conversion	>25%
Repeat Orders	>40%
Meal Rating (Taste/Clarity)	>4 / 5
WhatsApp Sign-ups	>300 users
Referral-to-signup	>10%

6. Distribution Channels (MVP Stage)

- **WhatsApp** – Primary order and broadcast channel
- **Instagram** – Visual storytelling + influencer collabs
- **LinkedIn** – Founder-led posts, corporate outreach
- **Offline Flyers** – Gyms, yoga centers, clinics, co-working spaces
- **Word-of-mouth** – Referrals from early loyal users
- Not using apps like Swiggy/Zomato to retain differentiation and margin control

7. Messaging Themes (Copy Pillars)

Pillar	Sample Copy
Transparency	“No platform fees. No inflated pricing. Just truth on a plate.”
Sattvic Roots	“Inspired by Ayurveda, designed for modern living.”

Health Outcome	"Recovery. Immunity. Strength. It all begins with your thali."
Simplicity	"No search stress. Just pick a plan. We deliver sattva."
Trust	"Meals made with intention, priced with integrity."

8. Risks & Mitigation

Risk	Mitigation
Limited early visibility	Hyperlocal WhatsApp + Instagram campaigns
User drop-off post first meal	High-quality taste + early feedback loop + referral incentives
Lack of trust in new platform	Consistent founder visibility + testimonials + no hidden fees
Delivery inconsistency	Small batch deliveries + manually vetted partners

9. Budget (Lean MVP)

Item	Approx. Cost (INR)
WhatsApp/Resend tools	₹2,000/month
Digital Flyers + Ads	₹5,000 initial
Influencer barter deals	₹0 (non-paid UGC)
Meal packaging & branding	₹3,000
Contingency	₹2,000
Total	~₹12,000

10. Next Steps

1. Finalize delivery partner onboarding (2 partners minimum)
2. Lock top 4 meal plan combos and pricing
3. Set up automated WhatsApp order flow
4. Launch pre-booking form + drive early traffic
5. Begin deliveries with manual backend tracking + feedback collection