



remi

Go-To-Market Memo





1. Executive Summary

Remi's go-to-market strategy is intentionally split across two levels:

1. **Remi GTM**, which is focused on corridor activation, regulated participant onboarding and building transaction throughput through the network.
2. **Remitty GTM**, which is focused on acquiring senders, proving consumer demand and creating early flow through the first corridor.

This distinction is essential. Remi is not being launched as a consumer brand alone. The company is being launched as a cross-border infrastructure layer, with Remitty operating as the first network participant and first retail distribution wedge.

The initial go-to-market sequence follows the same logic as the company strategy:

- activate the first corridor set
- use the first participant to generate operating proof
- convert that proof into broader participant adoption
- expand into additional corridors and adjacent money movement use cases

The first corridor set remains:

- **UAE > Egypt**
- **EU > Morocco**

Within that structure:

- **Remi GTM** is built around partnership development, corridor readiness and participant pipeline progression.
- **Remitty GTM** is built around efficient sender acquisition, trust building, referral dynamics and transaction repeat behavior.





2. GTM Architecture

2.1 Two-layer GTM structure

Layer A: Remi GTM

This is the infrastructure-side go-to-market motion.

Its objectives are to:

- activate the first corridors
- secure network operators and execution participants
- validate operational reliability across the flow
- build early throughput and proof for later expansion

Layer B: Remitty GTM

This is the first participant-side go-to-market motion.

Its objectives are to:

- acquire early senders
- validate corridor demand on the consumer side
- generate recurring transaction behavior
- produce the first user-level throughput through the network

2.2 Why this split matters

Many companies confuse participant acquisition with infrastructure adoption. Remi's strategy requires both, but they should not be mixed.

- Remi is sold through **partnerships, pipeline and corridor readiness**.
- Remitty is grown through **marketing, channel mix, CAC discipline and retention**.





3. Remi Go-To-Market Strategy

3.1 Primary objective

The first objective of Remi GTM is not broad market visibility. It is **corridor activation with live throughput**.

That means the company's early infrastructure motion is built around:

- activating the first exchange-house execution path
- aligning payout and settlement readiness
- validating compliance and operational handoffs
- creating enough throughput to prove the model is repeatable

3.2 Core customer groups for Remi

The primary GTM targets for Remi are:

- banks
- exchange houses
- money transfer operators
- regulated fintechs
- payout and disbursement platforms
- businesses or platforms that need compliant cross-border movement capabilities

These groups are not all expected to convert simultaneously. The first phase is about building the first working configuration that can later be shown to adjacent participants.

3.3 Early partnership motion

The early partnership motion is designed around a practical sequence:

1. establish the first corridor execution path
2. prove operating reliability
3. demonstrate transaction throughput and corridor behavior
4. use proof points to deepen and widen the network

This is why the first launch period is deliberately operational rather than purely promotional.





3.4 Remi sales motion

The sales motion for Remi is consultative and corridor-specific.

It is expected to depend on:

- corridor relevance
- execution readiness
- partner economics
- payout reliability
- infrastructure integration value

This is not a generic top-of-funnel motion. It is a **relationship-driven infrastructure sales process** that should gain speed once the first corridor is live and referenceable.

4. Remitty Go-To-Market Strategy

4.1 Primary objective

The first objective of Remitty GTM is to create real sender flow through the UAE > Egypt corridor.

The goal is not maximum market share in the first months. The goal is to prove that:

- users are willing to adopt the product
- transactions repeat
- payout performance is reliable
- acquisition cost can be supported by repeat usage and corridor behavior

4.2 Target user profile

The initial target user is a sender who:

- moves money cross-border on a recurring basis
- is sensitive to speed and reliability
- values simplicity and transparency
- is willing to use a modern digital flow if trust and payout confidence are clear





4.3 Product-led value proposition for Remitty

Remitty's user-side promise should remain simple and corridor-relevant:

- fast money movement
- clear pricing
- dependable payout
- available when needed

The strongest user message is not technical sophistication. It is that the money reaches the recipient reliably and with less friction than traditional alternatives.

5. Channel Mix

5.1 Remi channel mix

Remi's effective acquisition channels are not paid consumer media. They are:

- founder-led business development
- direct institutional outreach
- corridor-specific partner conversations
- strategic warm introductions
- structured follow-on from proof of live throughput

This is a narrow but high-quality acquisition model.

5.2 Remitty channel mix

Remitty's acquisition mix should be built around channels that can generate efficient corridor-specific acquisition and trust.

The core channel groups are:

A. Performance channels

- paid social
- search where relevant
- retargeting

These channels are useful for measurable acquisition and controlled testing.





B. Referral and trust-led channels

- user referrals
- ambassador or community-led distribution
- social proof and testimonial content

These channels matter because money movement products depend heavily on trust and repeated use.

C. Community and corridor-native channels

- diaspora communities
- worker communities
- corridor-relevant creator or social presence
- digital communities where cross-border senders already exchange advice

D. Partnerships and embedded distribution

- selective distribution relationships
- integrations or exposure through corridor-relevant ecosystems
- co-marketing opportunities where appropriate

5.3 Recommended launch mix

In the early phase, the most rational mix is:

- modest performance spend for controlled acquisition
- heavy emphasis on referral and trust loops
- corridor-native community penetration
- operational message clarity over broad brand spend





6. Marketing Plan for Remitty

6.1 Phase 1: Trust and corridor proof

The initial marketing phase should focus on trust building, not scale for its own sake.

Messaging should emphasize:

- speed and reliability
- clear payout outcome
- simplicity of use
- availability and confidence in the corridor

The objective is to remove hesitation and prove the service is dependable.

6.2 Phase 2: Repeat usage and referral

Once the first cohort is transacting, the marketing objective should shift toward:

- retention
- repeat frequency
- referrals
- trusted recommendations

For a product like Remitty, early repeat behavior is more informative than top-line install volume.

6.3 Phase 3: Scaled acquisition only after proof

Scaled paid acquisition should only increase once:

- payout performance is stable
- onboarding friction is understood
- referral behavior is visible
- CAC can be interpreted in the context of real repeat usage

This sequencing protects the business from spending ahead of operational proof.





7. Media Plan and Budget Logic

7.1 Media principles

The early media plan should follow four principles:

1. **Corridor specificity over broad awareness**
2. **Measured acquisition over vanity reach**
3. **Trust-led creative over abstract brand language**
4. **Budget flexibility based on cohort performance**

7.2 Budget philosophy

The early budget should prioritize learning efficiency rather than headline spend. That means media should be used to answer:

- which users convert best
- which messages reduce hesitation
- which channels produce repeat senders
- which acquisition sources produce referrals

7.3 Budget allocation logic

A practical early-stage split would be:

- test budget for paid acquisition
- creative budget for trust and education assets
- referral / incentive budget
- retained reserve to scale only what proves efficient

The purpose is not to fully commit budget before the corridor behavior is validated.





8. Customer Acquisition Strategy

8.1 Remi acquisition strategy

Remi is acquired through proof, pipeline and participant relevance.

The acquisition motion follows a progression:

- open corridor conversations
- demonstrate readiness
- secure the first operating configuration
- use operational proof to shorten later sales cycles

The strongest acquisition asset for Remi is a working corridor with measurable throughput.

8.2 Remitty acquisition strategy

Remitty acquisition should prioritize users most likely to:

- understand the need immediately
- transact early
- transact again
- recommend the product to others

The first cohorts matter disproportionately because they determine:

- trust velocity
- referral dynamics
- repeat rate
- the quality of the user-side economics

8.3 Retention as part of acquisition

For Remitty, acquisition cannot be separated cleanly from retention.

A sender who transacts once but does not repeat tells us less than a sender who becomes part of a recurring corridor behavior. That is why retention metrics should be treated as part of GTM proof, not as a later-stage optimization only.





9. CAC Logic

9.1 How CAC should be interpreted

CAC should not be read as a simple paid media output. It should be interpreted in combination with:

- repeat transaction behavior
- referral contribution
- cohort quality
- corridor maturity

In the launch phase, CAC may appear high if measured too early against a still-forming repeat cycle. That is why the company should evaluate CAC using cohort-based contribution logic rather than one-time acquisition logic alone.

9.2 Why CAC can rise in a launch model

In early-stage corridor products, CAC can increase rather than decrease in the short run because:

- trust must be earned
- onboarding education is required
- high-intent users are finite in the earliest channel tests
- paid channels often precede strong referral loops

This does not automatically indicate weakness. It indicates that acquisition is still in proof mode.

9.3 What a good CAC profile looks like

A good early CAC profile for Remitty is not necessarily the lowest CAC. It is a CAC profile where:

- repeat usage emerges
- referrals begin to offset paid acquisition
- acquisition sources become more predictable
- the user contribution margin improves with corridor maturity





10. Sales Pipeline

10.1 Purpose of the pipeline

The Remi sales pipeline should be understood as a corridor expansion engine, not as a generic revenue list.

Its function is to move potential participants through stages such as:

- initial outreach
- corridor relevance confirmed
- operational discussion
- integration feasibility
- commercial negotiation
- active launch planning

10.2 Pipeline quality over volume

At this stage, pipeline quality matters more than pipeline quantity.

A smaller number of highly relevant participants in target corridors is more valuable than a large list of loosely interested names without operational fit.

10.3 Why the first live corridor matters commercially

Once the first corridor is operating, the pipeline becomes materially stronger because Remi can sell with:

- live proof
- real throughput
- operating evidence
- better commercial credibility

This should shorten the distance between early-stage conversation and serious participant engagement.





11. Why This GTM Structure Is Rational

11.1 It matches the actual company architecture

A single GTM strategy would blur two very different acquisition motions. Remi and Remitty require distinct, but coordinated, GTM systems.

11.2 It prevents overspending ahead of proof

By making Remitty's marketing deliberate and keeping Remi's GTM partnership-led, the company avoids trying to scale both consumer acquisition and network expansion prematurely.

11.3 It turns proof into leverage

The goal of the first corridor is not only early revenue. It is proof that can improve:

- participant acquisition
- sales conversion
- media efficiency
- user trust

11.4 It creates a bridge from wedge to network

This GTM model is designed to support the strategic transition from:

- one participant
- one corridor wedge
- one proof point

to:

- multiple participants
- more corridors
- broader transaction categories





12. Key Risks and Mitigants

12.1 Consumer acquisition could outpace operational readiness

If Remitty scales faster than payout reliability or support capacity, the corridor experience may suffer.

Mitigant:

- keep early acquisition disciplined
- scale media only after operational proof

12.2 Partnership motion may take longer than expected

Infrastructure partnerships often move slower than consumer products.

Mitigant:

- use the first live corridor as a credibility asset
- focus on high-fit participants in relevant corridors

12.3 CAC may look unattractive too early

In the first months, paid acquisition may appear expensive if measured before referral and repeat usage take shape.

Mitigant:

- evaluate CAC through cohort contribution and retention behavior
- avoid overreacting to early one-time acquisition snapshots

12.4 The first participant may be mistaken for the full thesis

Investors or partners may misread Remitty as the company instead of as the first network participant.

Mitigant:

- maintain clear Remi-first positioning in all core materials
- separate infrastructure GTM from consumer GTM in the memo set





13. Conclusion

The go-to-market strategy for Remi is designed to be narrow, evidence-driven and expandable.

- **Remi GTM** is partnership-led and corridor-specific.
- **Remitty GTM** is acquisition-led and trust-sensitive.
- both are coordinated, but they should not be confused.

This structure is appropriate for an infrastructure business using a first participant to activate and prove a corridor. The long-term value does not come from a single consumer surface. It comes from proving a working corridor, converting proof into participant adoption and repeating that process across the network.

Appendix A. GTM Split

Remi GTM

- corridor activation
- participant onboarding
- partnership development
- operator pipeline
- infrastructure proof

Remitty GTM

- sender acquisition
- channel testing
- CAC management
- referral and retention loops
- trust and repeat behavior

Appendix B. Core GTM Principles

1. corridor specificity over broad awareness
2. proof before scaling
3. trust before heavy paid spend
4. participant adoption and user acquisition treated separately
5. first corridor performance used to accelerate later expansion

