

STRATEGY

# Marketplace Go-to-Market Strategy: Solving the Chicken-and-Egg Problem

Key insights and actionable frameworks

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# The Context

## 1. What is the Fundamental Marketplace GTM Challenge?

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Two-sided marketplaces face a unique problem. Neither supply nor demand has value without the other. The cold start problem Starting from zero creates a cold start problem.

## 2. When should marketplaces prioritize supply vs demand

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The sequencing decision determines your entire GTM strategy. Supply-first strategies focus on recruiting sellers Supply-first works when supply is constrained, fragmented, or poorly served. Airbnb started supply-first, manually recruiting hosts from Craigslist, photographing their properties, and cr

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#### 3. How does Liquidity Define Marketplace Success?

Marketplace liquidity measures how efficiently supply and demand match.

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#### 4. What Role Does Take Rate Play in Marketplace Pr

Take rate is the percentage of transaction value a marketplace captures as commission.

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#### 5. Which Metrics Define Marketplace Success?

Different metrics matter for marketplaces than traditional SaaS.

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### 6. How do Network Effects Become Competitive Moats

Network effects are the ultimate marketplace defense.

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### 7. What are Common Marketplace GTM Mistakes?

Learn from others' failures.

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### 8. How did Meesho solve the Marketplace Equation?

Meesho tackled India's supply-side constraint by recruiting women entrepreneurs as resellers.

## 04 Key Pillars

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### 9. How can Marketplaces Defend Against Disintermed

Disintermediation is the marketplace's existential threat.

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### Final takeaway

Marketplace GTM success requires solving the chicken-and-egg problem through disciplined sequencing by choosing supply-first or demand-first strategie

# Ready to Take Action?

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