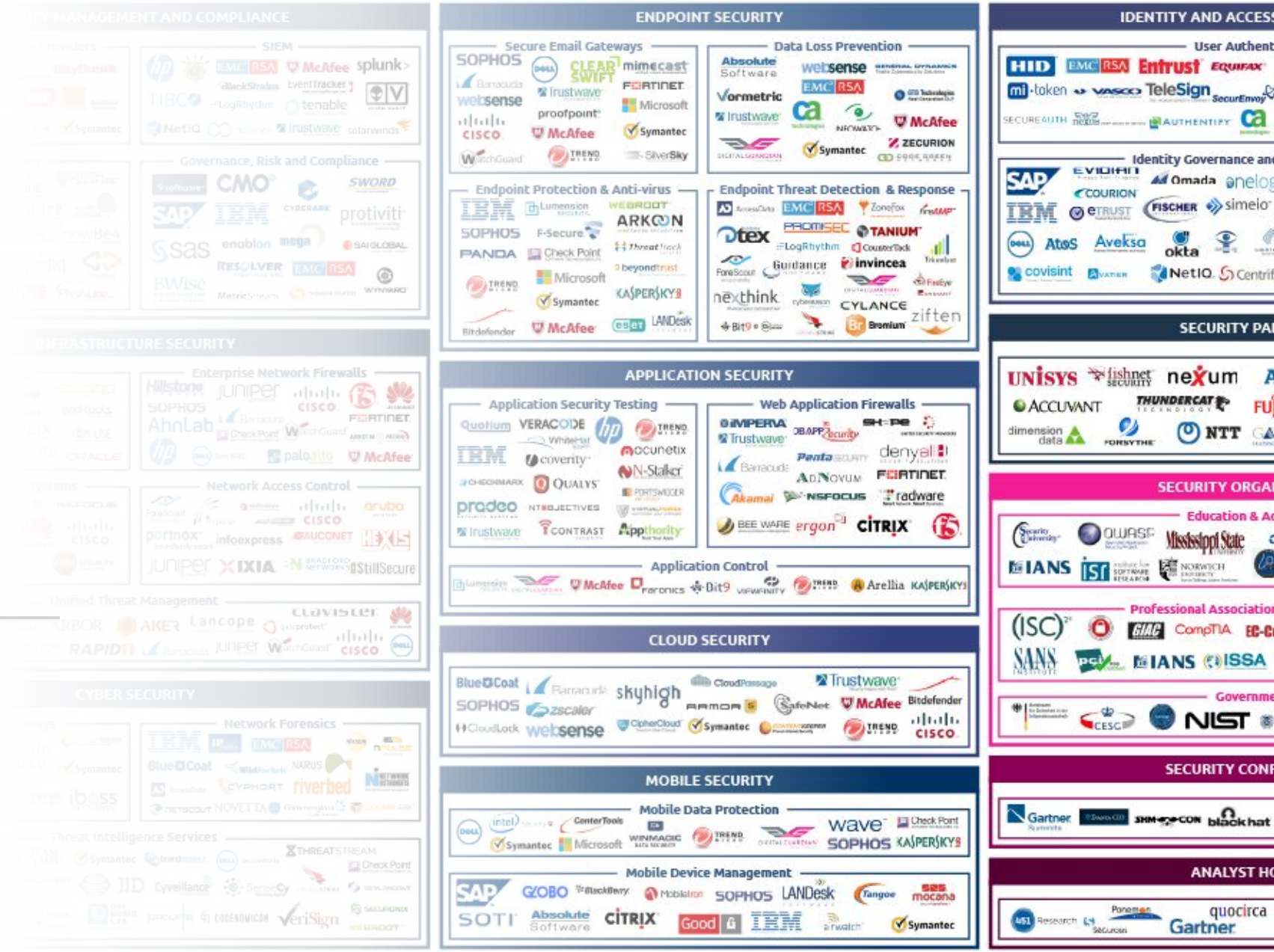
How Do Winners Differentiate

Akash Agarwal

Jan 2024



Early-Stage Marketing Challenges

Lack of Product / Market fit

Referenceable Customers

Limited Brand Recognition

Budget & Funding Constraints

+WIZ – Report Card

Founded in March 2020,
$1m-$200m ARR in > 3 years
Fastest SaaS company to achieve a $10 billion valuation
Entered an existing Cloud Security market
Competitors - Lacework, Orca, Palo Alto Networks,+ +)

Wiz Go- to- Market



Create a Category

- Don’t be afraid to go against legacy Incumbents
- Listen to customers - not just to what they say, but to the sub text
- Be fanatical about advocacy. Don’t stop at nurturing champions
- Speak language of buyer not jargon or analyst speak

Content Marketing

- Develop reports showcasing complete vulnerability specific to customer environment
- Vulnerability Report being used in lieu of a Product Demo

Product Positioning

- Turn solution to “Platform must have” for a Cloud Migration or move to cloud vs being a “point solution”
- Ability to make “data findings” actionable

Whimsical Branding…







What Has Worked for You?