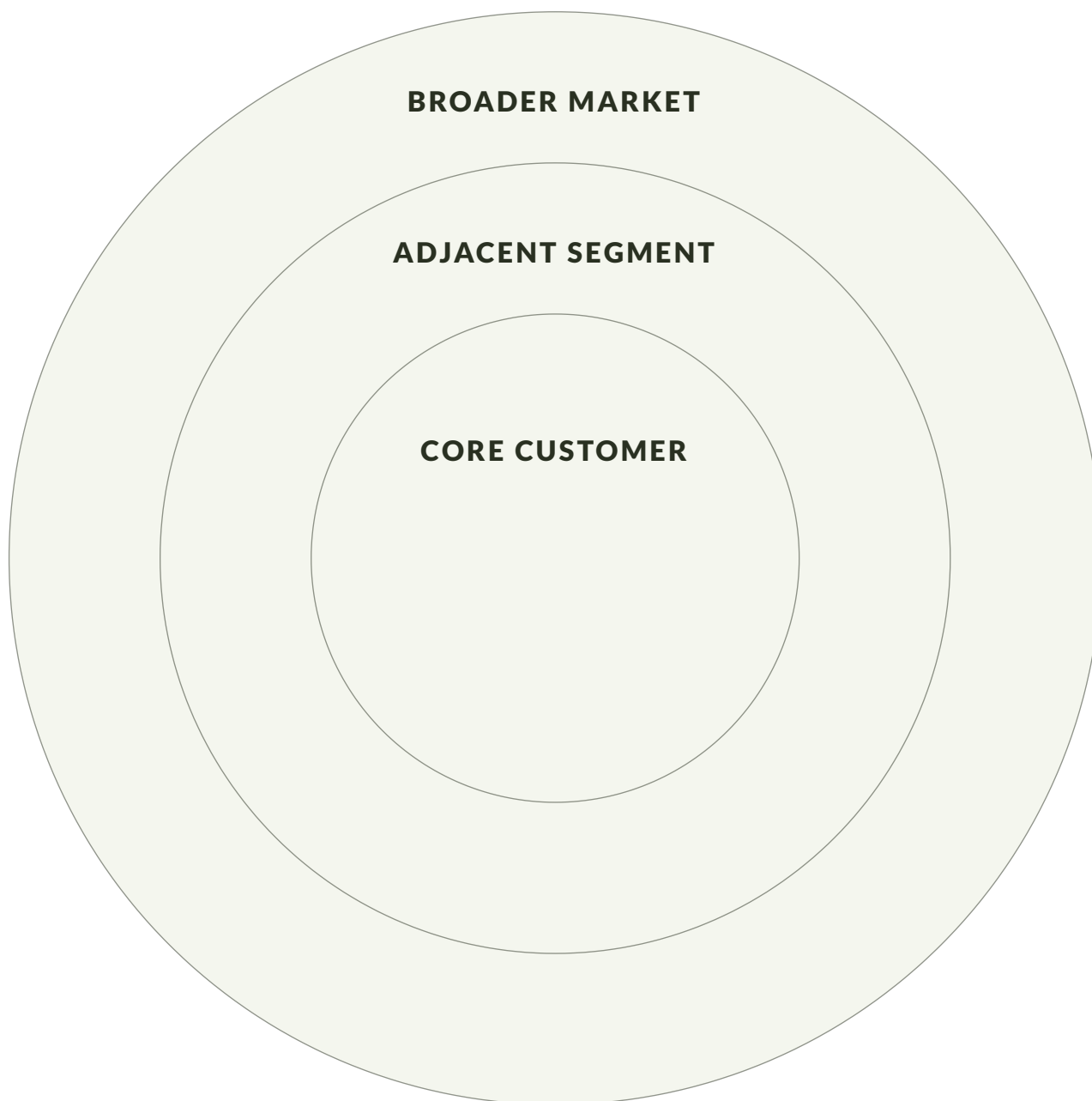


Bullseye Customer

A targeting tool: defines the sharpest core segment to win completely first, before widening to the adjacent rings.

Origin: go-to-market synthesis, after Geoffrey Moore



● **CORE CUSTOMER:** The single, sharpest best-fit early segment - your beachhead. Chosen for intensity of need and density of connection, not market size. Specific enough to write a homepage for.

● **BROADER MARKET:** The outermost ring - the mainstream you reach last, pulled in by the proof and word-of-mouth the inner rings created. Never the day-one target.

● **ADJACENT SEGMENT:** The first ring out - close lookalikes who share most of the core's needs and are reachable through the same communities. You expand here only after the core is won.