

# KAIROS INSIGHTS

Connecting Technology to Business  
To Align Product, Marketing, and Sales

Hi Ratika,

Welcome to **KAIROS** Insights, a newsletter in which we curate stories that talk about how technologies are making a business impact and discuss strategies that help sales, product, and marketing get aligned. In this issue, our newsletter talks about the primary reason behind the failure of most start-ups. Research shows that 42% of businesses fail because they have no market for the products they are selling. This is why finding a product-market fit is such an important exercise early in your entrepreneurial journey. Our theme for the month is #WhyMarketMatters, and all our stories talk about product-market alignment.

Once again, we have linked our podcast - **Alyment**, where we go beyond buzzwords and connect the dots between technology and its real-world impact. Here, you can see **our featured episode with Dr David Shulkin**, Former Secretary of Veteran Affairs, who has been at the forefront of the COVID crisis and is seeing the quick adoption and impact of telehealth. I was absolutely honoured to speak with him about his work and learned a lot from our conversation.

Stay safe!

Ashish Jain  
CEO & Co-founder,  
**KAIROS Pulse**



### 3 companies that got Product-Market Fit wrong and made it right

Startups fail when they're not solving a problem. What are the lessons you can learn from these well-known companies?

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### Know your customer: Using Product-Market Fit to drive sustainable growth

Get access to the popular Sean Ellis PMF survey and learn how it came about in this Growth Hackers article.

[Read More>>](#)



### Product Marketing 101: How to nail your go-to-market strategy

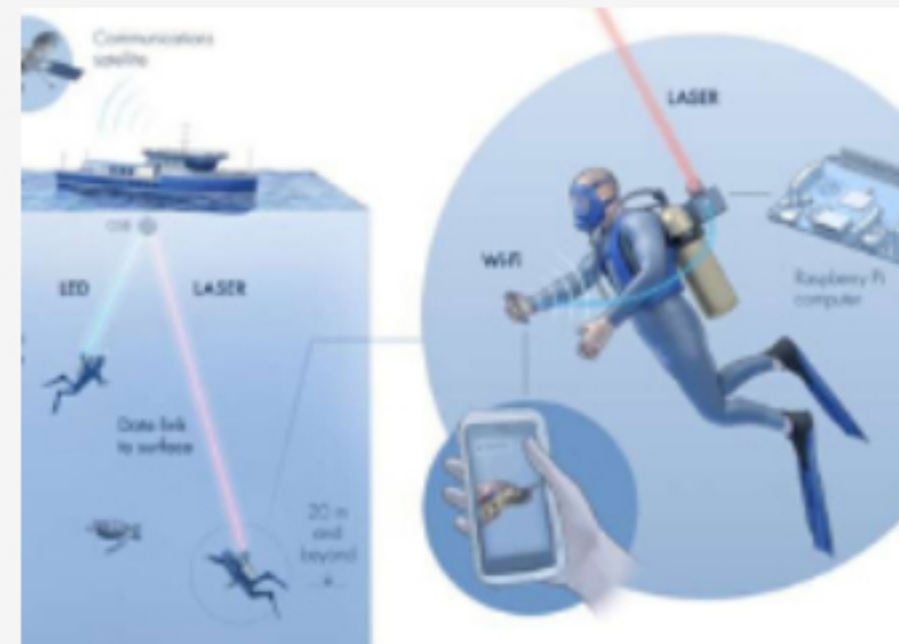
42% startups fail because there is no market for their offerings. Here's how you can avoid being one of them.

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### Podcast: Dr. David Shulkin, Former Secretary of Veteran Affairs, talks about telehealth in the times of COVID-19

Historic legislations are passed, and billions of dollars are committed by the government to prepare health practitioners deliver virtual care. But is the healthcare ecosystem ready for a change? And if so, can it scale in a sustainable manner? In this episode we speak to someone who is an experienced healthcare professional, watching the advancement of telehealth unfold from very close quarters.

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### Underwater Wi-fi developed using LEDs and lasers

Using 'Aquatic internet,' divers will be able to share real-time footage from the depths of the sea.

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### Listen to how this doctor switched to virtual care in 4 days

In a quick response to the pandemic, Dr Chris Clark, a family medicine specialist in the Dallas area, adopted telehealth almost overnight. [Read More>>](#)



### TED Talk: Fake videos of real people - How to spot them

Computer scientist Supasorn Suwajanakorn, a grad student used AI and 3D modeling to create photorealistic fake videos of people synced to audio. [Read More>>](#)

#### About KAIROS Pulse

We help product marketing and sales enablement teams of B2B tech companies scale and grow.  
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