

— BREAKOUT-STAGE CEO · SERIES A TO EXIT

Ten days to move through the inflection that's *costing you tens of millions.*

A focused, ten-day intervention for Breakout-Stage CEOs — Series A through pre-exit — facing a stalled go-to-market, a fundraising block, or a leadership fracture that's burning runway and eroding board confidence. By Friday of week two: ten clarified decisions, a 90-day execution plan, and a board-ready narrative.

FORMAT

10 working days · 2 weeks

INVESTMENT

\$250,000 flat

OUTPUT

10 decisions · 1 plan · 1 narrative

01 The Problem · *You've proven the product. You're dying on the transition.*

Every venture-backed company hits the same inflection — product-market fit proven, scale not following. Your board watches the runway clock. The GTM motion sputters. The Series B narrative doesn't land. McKinsey won't take your call — you're not big enough yet. Nobody parachutes in for ten days and comes back with ten decisions. That's the gap the Breakout Curve Sprint fills.

One engagement built the commercial strategy that took a major broadcaster from zero to \$300M/year in recurring revenue. Same pattern recognition. Applied to your inflection. Ten days.

02 Who It's For · *Built for a specific kind of CEO.*

This is for you if —

You're Series A through pre-exit, with real revenue and a real board. You're at the Breakout inflection — proven product, broken scale. You're facing a GTM stall, a fundraising block, or a leadership fracture. You can name the problem. You're ready to make hard calls in days, not quarters.

This is not for you if —

You're pre-PMF or looking for validation. You want a long engagement, a team of consultants, or a deck for your investors. You're not the decision-maker. You're shopping on price.

03 How It Works · *Ten working days, structured for breakthrough.*

DAYS 1 – 2	Diagnostic Deep mapping of business, team, cap table, market position, live constraints. By end of day two, the real problem is named — rarely the presenting one.
DAYS 3 – 5	Stress Test Hostile interrogation of strategy, narrative, financial model, and team. The assumptions you can't afford to keep are exposed.
DAYS 6 – 8	Decisions Working sessions to force the ten breakthroughs. Capital strategy, org design, product priorities, customer focus. Each closed with rationale, owner, date.
DAYS 9 – 10	Synthesis & Narrative The 90-day execution plan. The board-ready narrative. The communication cascade for the team. You walk into Monday with a different company.

04 What You Leave With · *Concrete artifacts. Not a slide deck.*

- 01 Ten clarified breakthrough decisions, each with owner, rationale, and 90-day execution timeline.
- 02 A board-ready narrative for your next round, your next quarter, or your next pivot.
- 03 A 90-day execution plan with weekly milestones and named accountability.
- 04 An honest assessment of which bets to double down on, and which to kill this quarter.

<p>THE BREAKOUT CURVE SPRINT</p> <p>\$250,000 <i>flat</i></p> <p>Ten working days across two weeks. Direct CEO engagement. Fixed fee.</p>	<p>RETAINED ADVISORY · OPTIONAL</p> <p>\$15,000 / <i>mo</i></p> <p>Six-month retainer to hold the team accountable to the 90-day plan. By selection only.</p>
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MARQUEE CASE · MAJOR BROADCASTER

*A single advisory engagement built the commercial strategy and revenue case for a major broadcaster — from zero. Commercial negotiations closed at **\$300M/year recurring**. Full case walkthrough available under NDA.*

If the timing is right, the conversation is *thirty minutes*.

Submit an inquiry. Reviewed weekly. Response within five business days if aligned.

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