

FOR BREAKOUT-STAGE CEOS

The Breakout *Diagnostic*

Two days. Ten pillars assessed. The three things actually blocking you - and a straight answer on whether you need more than a diagnosis.

DURATION 2 days	INVESTMENT \$35,000 flat	DELIVERABLE 3 blockers	ACCESS By referral
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WHO THIS IS FOR

You are past product-market fit and short of repeatable scale. Somewhere between \$3M and \$50M ARR, thirty to three hundred people, Series A to C.

Something is not working and there are competing theories about what. Your team has three explanations. Your board has a fourth. You have run out of neutral, senior people to ask.

- Growth stalled; the GTM motion won't scale past its first channel
- The exec team is fracturing, or the wrong people sit in the wrong seats
- The Series B narrative isn't landing and you can't see why
- You are burning quarters on a decision nobody will make

WHAT GETS ASSESSED • THE BREAKOUT ARCHITECTURE

Clarity

WHAT YOU'RE BUILDING

- 01 Market Position
- 02 Revenue Architecture
- 03 Competitive Moat
- 04 Exit Architecture

Momentum

WHAT'S BLOCKING YOU

- 05 GTM Engine
- 06 Capital Strategy
- 07 Leadership Design

Execution

HOW YOU MOVE FAST

- 08 Decision Authority
- 09 Board & Investor Management
- 10 CEO Bandwidth

HOW IT RUNS

- **Before** - data room, metrics, board decks, org chart. Reviewed in advance, not on your time.
- **Day one** - CEO session, then the exec team individually. Ten pillars assessed against evidence, not opinion.
- **Day two** - the three blockers named, sized and evidenced. Delivered to you directly.
- **The answer** - a straight go / no-go on whether a sprint is warranted.

THE BREAKOUT DIAGNOSTIC

\$35,000 *flat*

CREDITED AGAINST THE SPRINT

Proceed to the Breakout Curve Sprint within sixty days and **\$25,000 of the diagnostic fee comes off the \$250,000**. The diagnosis stands on its own; most of it carries forward if you continue.