— A 12-MONTH PLAN FOR CONSUMER GROWTH

$0 → $500K MRR.

How I'd own ArcBase from foundation to scale — and where it puts the trifecta a year from now.

ELI WRIGHT

"Make your story how to grow this business to $5M ARR. That would be one hell of a story to tell."

— THREE BUSINESSES, ONE MOTION

Graviten wedges enterprise. ArcBase productizes the personal brand.

— ENTERPRISE

Graviten

The wedge into mortgage, insurance, wealth. Bryan-led. Tim's production stack.

BRYAN · CEO

— CONSUMER + MANAGED

ArcBase

The operating layer that turns a personal brand into a productized service. Where I want to live.

ELI · HEAD OF GROWTH

— POSITION

An operating layer for the high-credibility individual.

LAYER 04 · DISTRIBUTION
The Marketplace
Speakers, podcasts, cohorts — the network unlock.

LAYER 03 · PERSONAL BRAND OS
ArcBase
Productized managed service. Owned by me.

LAYER 02 · ENTERPRISE OS
Graviten
Org-level deployment. Mortgage first, then adjacent industries.

LAYER 01 · INFRASTRUCTURE
Production stack
Tim's team. Baseplate. The build we're handing over to.

— WHO WE SERVE

Founders.
Executives.
Advisors.
Creators with real audiences.

High-credibility individuals who want a brand without running a brand team. Density beats reach — we already operate at the top of the market.

— 12 MONTHS FROM NOW

$500K MRR.
~$6M ARR.

300–500	$1.2K/mo	25%	30K
CUSTOMERS	BLENDED ARPU	NEW MRR VIA REFERRALS	NEWSLETTER SUBS

PART 01 · OF 04

The Plan.

Four phases. Twelve months. A clear sequence from quiet migration to public scale.

— QUARTERLY CADENCE

Four phases, accelerating.

PHASE	MONTHS	MRR	CUSTOMERS	MOTION
01	M1 – M3	$0 → $30K	20–30	Migrate existing relationships. Close in private. Build the testimonial flywheel.
02	M4 – M6	$30K → $100K	60–100	Open the waitlist. Podcast tour. Launch the ArcBase content engine.
03	M7 – M9	$100K → $250K	150–250	Turn on paid. Meta lookalikes, LinkedIn by title, podcast mid-rolls. Referral program live.
04	M10 – M12	$250K → $500K	300–500	Scale ad spend. Launch the Speaker Marketplace as an attached revenue stream.

— PHASE 01 · MONTHS 1–3

Foundation.

$30K MRR

Most Arcbound clients are already operating at a $1–2K/mo managed-service equivalent. We package ArcBase tiers around what they're getting today and offer the upgrade path.

CUSTOMERS	20–30 paying
POSTURE	Closed. Private. No launch, no ad spend.
GOAL	Operational kinks worked out. Testimonial flywheel built.

— KEY ACTIONS

- → Migrate existing Arcbound relationships onto ArcBase tiers
- → 15–25 introductions through Bryan's network at the higher tier
- → Stand up internal ops: onboarding, billing, SLA

— PHASE 02 · MONTHS 4–6

Waitlist + Content.

$100K MRR

Applied access works at the top of the market — given who we already work with. The waitlist is a forcing function for us and a status signal for them.

CUSTOMERS	60–100 paying
POSTURE	Semi-public. Apply to ArcBase.
GOAL	Brand presence stands on its own; inherits Arcbound trust.

— KEY ACTIONS

- → Open application + waitlist on ArcBase.com
- → Podcast tour: 3–5 high-relevance shows for me, 5–10 for Bryan
- → Weekly newsletter live; IG and LinkedIn presence

— PHASE 03 · MONTHS 7–9

Paid + Referrals.

$250K MRR

Test budget starts at $5K/mo in month 4 and scales to $25K/mo by month 9. Existing clients are dense in their networks — the cleanest possible CAC.

CUSTOMERS	150–250 paying
AD SPEND	$5K → $25K / month
REFERRALS	20% MRR commission, 6 months

— KEY ACTIONS

- → Meta lookalikes off the Arcbound client base
- → LinkedIn targeting by title: founders, exec coaches, advisors
- → Podcast mid-rolls on creator-economy & entrepreneurship shows

— PHASE 04 · MONTHS 10–12

Scale + Marketplace.

$500K MRR

A multi-product flywheel: ArcBase feeds the Marketplace and vice versa. Premium tiers get Marketplace included; lower tiers pay to upgrade.

CUSTOMERS	300–500 paying
ARPU	~$1.2K / month blended
AD SPEND	$50K+ / month, proven creative

— KEY ACTIONS

- → Scale paid with proven creative and channel mix
- → Launch Speaker Marketplace as attached revenue
- → Begin year-two narrative: $1M MRR path

— HOW THE FUNNEL BREATHES

Five channels working together.

Ads	Meta lookalikes off the Arcbound base. LinkedIn by title. Podcast mid-rolls on shows our clients already guest on.	$50K+/MO BY M12
Content	Weekly newsletter. IG + LinkedIn for ArcBase brand. Bryan's platform, Tyler's relationships, our podcast tour.	30K SUBS BY M12
Referrals	20% MRR commission for 6 months on referred customers. Our clients are dense in their networks.	25% OF NEW MRR
Cross-pollination	Every Graviten enterprise account has executives who need ArcBase. Warm intros into leadership teams.	TRIFECTA-ONLY FLYWHEEL
Partnerships	At $100K+ MRR, co-promote with newsletter platforms, creator tools, complementary services.	FROM M6 ONWARD

— THE UNFAIR ADVANTAGE

They're chasing reach. We're chasing density.

Meta lookalikes built off a base of high-net-worth founders, advisors, and creators is a tighter audience than anything Kleo can build. Speed and density beat funding in this category.

— WHERE ARCBASE BECOMES A REAL PRODUCT COMPANY

Holdouts make us measure, not guess.

Segment a percentage of new users into delayed-growth treatment.

Per Tim's note. Clean data on what onboarding flows, pricing tests, and content variants actually move retention and expansion.

— WHAT WE TEST

- → Onboarding flow variants
- → Pricing & tier copy
- → Content series for activation
- → Referral program incentives
- → Email cadence on retention

— WHY IT MATTERS

It's the difference between a guess-and-check growth shop and a real product company.

— TWO PRODUCTS, TWO ICPS, ONE WARM-INTRO ENGINE

Graviten serves the sales org. ArcBase serves the person.

Graviten is enterprise software for **sales professionals and their team brands** — mortgage, insurance, wealth. ArcBase is the managed product for **individual personal brands** — founders, advisors, executives, creators. Different customers, different price points, different motions. But the networks overlap, and the warm intros flow both directions.

STEP 01

Graviten lands the org.

Sales org deploys Graviten across the team — mortgage, insurance, wealth. Bryan-led enterprise sale.

→

STEP 02

The leaders are ArcBase ICPs.

Founders, top producers, and execs inside that org all need a personal brand. Natural ArcBase attach — same network, warm intros.

→

STEP 03

ArcBase customers scale teams.

An ArcBase founder who hires a sales team becomes a Graviten enterprise opportunity. The flywheel runs both ways.

Same parent. Different products. The advantage isn't sharing infrastructure — it's **sharing the relationship.** Every account, on either side, is a warm intro into the other.

PART 02 · OF 04

Lessons from Graviten.

Graviten's Wave 1 playbook is the most expensive product research we'll ever get. Self-serve consumer should inherit the parts that work and shed the parts that don't.

— FROM ENTERPRISE PILOT TO CONSUMER SELF-SERVE

What we keep. What we cut.

GRAVITEN · WAVE 1	VERDICT	ARCBASE · SELF-SERVE
10-min preboarding recording required before 1:1.	KEEP	Same video, gated. No first session until it's watched. Sets expectations and cuts training time.
20-min 1:1 training to ship first post on the call.	ADAPT	Replace with an in-product guided flow. First post shipped in session, no human required at Starter / Pro tier.
Cancellable week-2 support call.	KEEP	Premium tier only. The opt-in nature is the lesson — most don't need it; the offer itself reduces churn.
Weekly cohort office hours for 8 weeks.	ADAPT	Async community + monthly live AMA. Founders host the first 3. Replicates "we care about your success" without the calendar tax.
Bi-weekly senior stakeholder calls.	DROP	There is no senior stakeholder in self-serve. Replaced by an automated monthly performance email per user.
Manual platform support (LinkedIn engagement, IG growth).	PRODUCTIZE	The lego-block GTM agents Bryan described. Ship as Premium feature; the manual version is the spec.

— SPEED IS THE PRODUCT

From signup to live in 60 minutes.

The slowest part of every personal-brand product is the onboarding tax — weeks of intake, calls, draft cycles, channel setup. **We collapse it.** The OS handles brand DNA capture, voice cloning, channel auth, and first-post drafting in a single guided session. **How tight can we make the loop?** That's the open question worth obsessing over.

— MINUTE 0-15

DNA capture.

In-product intake. Voice samples, brand inputs, channel auth. No async homework, no orientation video tax.

FIRST VALUE: VOICE CLONED

— MINUTE 15-60

First post.

Guided flow drafts & ships content live to LinkedIn or IG *in the first session*. The moment that predicts retention.

FIRST VALUE: LIVE PUBLISH

— DAY 1-7

Cadence.

2 LinkedIn + 2 IG locked. Fully agent-driven. In-product nudges, no human SLA. Pulse check at D7.

TARGET: 4 POSTS / WEEK

— WEEK 2-4

Lift.

Newsletter unlocks W2. Monthly performance brief auto-sent. W4 review. **4 weeks to measurable lift.**

FIRST MEASURABLE LIFT

Today: lightly-engaged onboarding takes ~90 minutes of human time spread over 8 weeks. **Self-serve target: the same job in zero human time and one session.** Every week we shave off the front of the curve compounds across every customer for the life of the business.

— THE DISCIPLINE GRAVITEN TAUGHT US

Platform first. Services on top. Never bundled by default.

Start platform support before kickoff. Hold creative services until week 4.

Blaire's watchout, applied to consumer: bundling services on day one means we never see how the product performs alone.

— HOW IT MAPS TO PRICING

Starter and Pro are platform-only. Premium attaches the productized GTM agents. Services are an upgrade, not a default.

— SERVICES WE PRODUCTIZE

- → LinkedIn pre/post engagement
- → Connection building from intent signals
- → IG follow / engagement automation
- → LinkedIn outreach via Apollo + Claude
- → Newsletter generation + send
- → Monthly performance brief

— SERVICES WE DON'T TOUCH

Ad creative and ad management — out of competency, per Blaire. Refer to a vetted partner instead of building it ourselves.

— STOLEN, WITH RESPECT, FROM GRANOLA

#nice-shit-people-say-about-us.

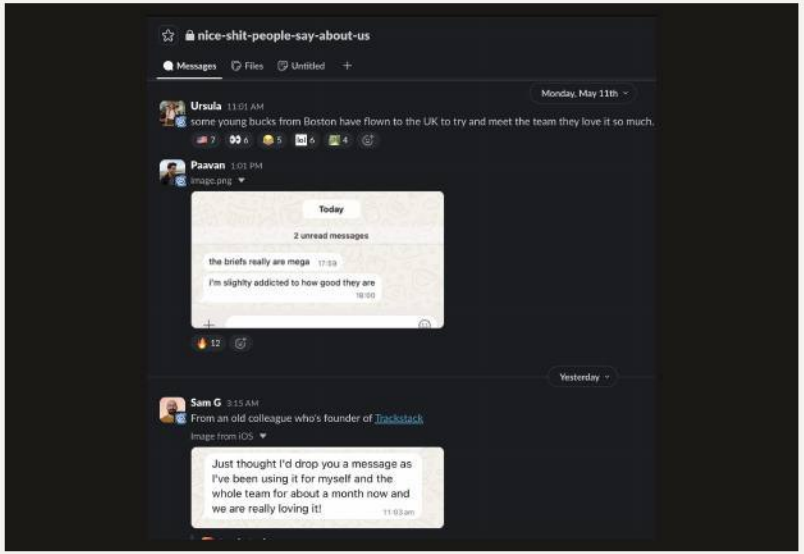
A dedicated Slack channel where the team drops every screenshot, DM, group-chat compliment, and unsolicited testimonial. Pierce mines it weekly. The best ones become LinkedIn carousels, IG static, paid creative, and homepage social proof. **One screenshot from the right person beats a month of paid ads.**

— THE FLOW

- → Slack channel: #nice-shit — everyone posts, no edits
- → Weekly Pierce review — tag for ads, social, web
- → Permission DM template, 24-hour turnaround
- → Approved screenshots straight into the Meta creative pool
- → Top quotes rotate on ArcBase.com hero strip
- → Quarterly “wall of love” post, tagging customers

— TARGET OUTPUT

10+ approved testimonials/month by M6. By M9, **30% of paid creative is unscripted screenshots.**



— GRANOLA'S ACTUAL CHANNEL — THE MODEL

PART 03 · OF 04

The Ladder.

Premium managed funds the business. Enterprise multiplies ACV. Arc OS compresses cost. Consumer is the feeder. Four lanes, four jobs — never asked to do each other's work.

— AN INSIGHT ON THE CONSUMER LANE

Self-serve isn't just a cheaper executive.

It's the audience managed service was never going to fit anyway — **technical founders who are world-class at building and genuinely terrible at branding.** Katie. Evan. Paul. They don't want a partner; they want a product.

— PRIMARY SELF-SERVE ICP

The engineer-founder.

YC alumni, indie hackers, technical CEOs of seed-stage SaaS. Shipping daily on GitHub, silent on LinkedIn. They know audience matters but reading another "7 hooks that work" thread makes their skin crawl.

IF WE MAKE THIS PERSON HAPPY, WE'VE WON THE LANE.

— WHAT THEY HATE

Performing. Templates. "Personal brand." Anything that smells like an influencer playbook.

— WHAT THEY WANT

A tool that turns their technical thinking into distribution — without making them sound like a marketer.

— WHY WE'RE BUILT FOR IT

Voice fidelity is the whole thesis. We capture how someone actually thinks — the engineer-founder's exact problem.

— A QUESTION WORTH ANSWERING CAREFULLY

Open the gates now? Or presell & blitz?

The product is close. The question is whether we trickle live, or build a list and detonate. Three options — each a different shape of risk.

— OPTION A

Soft launch now.

Private waitlist over 30 days. Iterate live with engineer-founder design partners.

+ Pros

Real usage data fast. Voice-fidelity claim gets stress-tested.

– Cons

No PR moment. Burns the launch card on a quiet release.

— OPTION B · RECOMMENDED

Presell, then blitz.

$250/mo founder's-rate presell now. Lock 1,000 seats. Hard launch + Baseplate Sept 1.

+ Pros

– Cons

— OPTION C

Free waitlist + Baseplate.

Build a 1,000+ signup waitlist for free. Coordinated Baseplate drop in Aug/Sept.

+ Pros

Lowest friction. Baseplate handles the launch lift.

– Cons

Free ≠ paid (2–8% conv). No revenue signal until day one.

— RECOMMENDATION

B with a C safety net. Open the $250 presell in June. Run a parallel free waitlist. Hard ship + Baseplate Sept 1. Math: 1,000 × $250 = **$250K MRR** committed pre-launch, ~$1.7M ARR at 30% retention with 5% upsell to $1,800.

— WHEN THE LIST IS THE ASSET

Surround the forum. Don't broadcast at it.

EO, YPO, and similar peer groups are tiny, high-trust universes with thousands of emails already in the CRM. The play isn't reach — it's **repeat presence in the channels they already check**, with creative that treats them like peers.

— 01 · CUSTOM AUDIENCES, FOUR PLATFORMS

Meta 50–70% match · **LinkedIn** 30–50% (highest B2B intent) · **Google Customer Match** 40–60% across Gmail/YouTube/Search · **X** small but cheap. Surround, don't pick.

— 02 · LOOKALIKES OFF THE SEED

1% lookalikes (Meta), similar audiences (Google/LinkedIn). For YPO especially, lookalikes often outperform the seed at scale — the universe is small.

— 03 · LAYERED RETARGETING FUNNEL

Cold → brand awareness. **Engaged** (video >50%, clicks, site) → founder story, peer proof. **High-intent** (pricing, demo) → calendar link, direct CTA.

— CREATIVE THAT BEATS THE BS DETECTOR

- **Peer signaling > feature lists.** "Built for forum members" or testimonials from recognizable peers beats product specs.
- **Founder-led video <30s** outperforms polished brand ads.
- **Static carousels on LinkedIn** for the between-meetings scroll.
- **Avoid generic SaaS aesthetics.** This audience tunes them out.

— BUDGET SPLIT & HYGIENE

60% custom + retargeting · **30%** lookalikes · **10%** cold by title. Segment EO / YPO before upload. Cap frequency at **3–5/wk** — burnout is worse than miss.

— THE CHEAPEST DISTRIBUTION WE'LL EVER BUY

50 friends, free or near-free, doing the loudest work.

Before paid ads, before Baseplate, before any cold list — we hand-pick **50+ people in my network** who will use ArcBase for free or $20/mo. Not customers. **Ambassadors.** The deal is implicit but real: you get the product, we get your referrals and your social.

— THE OFFER

$0 or $20/mo.

$0 for the top tier (signal, network, voice). $20/mo for everyone else — light enough they say yes immediately. **12-month term.**

— WHAT THEY GIVE BACK

2 referrals in the first 90 days.
1 testimonial we can use in ads & landing.
Public posts — ship-along, before/after.
Logo rights for the homepage.

— WHY THIS WORKS

Engineer-founders trust other engineer-founders. EO/YPO members trust their forum, not LinkedIn ads. **Social proof from a recognizable name** is worth 10× a polished stranger.

— THE MATH, CONSERVATIVELY

50 ambassadors × 2 referrals each = 100 warm intros. Even at a 25% close rate (3× cold), that's **25 paying customers** at the founder rate. The social proof those 50 generate becomes the creative we run on Meta & LinkedIn all year.

— WHEN & HOW

Roll out alongside the June presell. Personal Loom + 1:1 onboarding. Private Slack for the cohort. **One canonical ambassador agreement.**

— $900M SERIES C · $4B VALUATION · 1M USERS IN 4 DAYS

What Luma's growth taught us.

Luma isn't a partner, an API, or a competitor — they're **inspiration.** A category-defining company that went $0 to $4B by doing six things unusually well. Each one maps to a decision we have to make right now. Take what's useful, leave the rest.

— 01 · UNFAIR LAUNCH

Dream Machine: **1M users in 4 days, $0 spend.** One screenshot, undeniable quality, X carried it. **Lesson:** our launch isn't "writes posts" — it's one output measurably better than a $5K/mo agency.

— 02 · PRICING AS DISCOVERY

$30 / $100 / $500 was "extremely unscientific." A $500 user turned out to be a movie art director. **Lesson:** ship a top tier to find out what the product really is.

— 03 · CONSUMER → ENTERPRISE

2024 consumer Dream Machine, 2025 Publicis + Hollywood + Adobe. **Lesson:** ArcBase consumer is the wedge to enterprise & Graviten. Don't get attached to the thousand-customer business.

— 04 · THE DREAM BRIEF

Dream Lab LA: free studio, on-site engineers, paid Hollywood directors. **Lesson:** ArcBase residency — 5 hand-picked seeds get a quarter of Premium for filmed case study + Cannes-style award.

— 05 · STRATEGIC CAPITAL

$900M from HUMAIN came with a 2GW supercluster + Publicis ME distribution. **Lesson:** when we raise, raise from a partner who brings distribution — publisher, agency network, podcast network. Not a YC stamp.

— 06 · THE WORK IS THE MARKETING

Every Luma blog post is itself a generation. **Lesson:** Vital Discourse, Daphne Bernicker, Brad Mindich — every client deliverable becomes public-facing. Weekly transformations newsletter. The work *is* the funnel.

— SAME CATEGORY AS LOVABLE. DIFFERENT LESSON WORTH STEALING.

Write like Zylo. Don't write like Luma.

myzylo.app is just another Lovable-class AI app builder — not a competitor, not an integration target. But the way they talk to a customer is the lesson. Luma writes for AI insiders. Zylo writes for a person who wants a thing.

— LUMA'S REGISTER

“Physically intelligent creative agents that plan, generate, iterate, and refine with full context.”

Built for press releases and AI Twitter. Reads as jargon to a CEO trying to figure out if this fixes their LinkedIn problem.

— ZYLO'S REGISTER

Outcome → output → live link. No agents. No platforms. Plain English. **This is the register for the consumer site.**

— THE TRANSLATION

Don't lead with “personal brand operating system” on the consumer site. Lead with: **“Tell us who you are. We make you publish.”** The OS framing belongs in enterprise + investor materials. The consumer page sells outcomes — live

— FROM THE COMPETITIVE READ

Six things to fold into the plan.

— 01 · PRODUCTION ENGINE

Route, don't build.

ArcBase routes to whichever video, image, and voice models win that week. Tim's team owns the orchestration layer. Shared infrastructure with Graviten. We never train a video model ourselves.

— 02 · THE ARCBASE DREAM BRIEF

Five free seats. Filmed.

5 high-credibility seeds from Bryan's network get a quarter of Premium free, in exchange for filmed case study + creative-award positioning. “Best Personal-Brand Year.” Time it to Cannes-style coverage.

— 03 · WEDGE LAUNCH, NOT SOFT LAUNCH

One screenshot.

Open with a single undeniable transformation — one engineer-founder, before/after, measurably better than a $5K agency. Let X & LinkedIn carry it. The waitlist absorbs the rest.

— 04 · PRICING AS DISCOVERY

Add a $5K white-glove tier.

Launch $500 / $1K / $2K + a $5K tier. The top exists not for revenue — it exists to find the user who'll tell us what the product really is. Same way the movie art director reframed Dream Machine.

— 05 · PARTNER OVER CAPITAL

Distribution-first raise.

When we raise, raise from a partner who brings audience — publishing house, agency network, podcast network. The HUMAIN/Publicis playbook applied to our industry. The non-YC path Bryan already opened.

— 06 · VOICE = ZYLO, NOT LUMA

Plain English. Outcomes.

Consumer site copy: “Tell us who you are. We make you publish.” OS framing stays for enterprise. Free brand-DNA hook + one published post, then $250/mo to continue. Zylo's first-one-free, Luma's tier ladder, our voice fidelity.

TOP OF FUNNEL

A publication that happens to sell software.

Top of funnel exists to do one job: get the right person to land on ArcBase.com and feel the gap between what they're publishing now and what they could be. Every channel is judged against one metric — **qualified application volume.**

— THE SURFACES WE CONTROL END-TO-END

Newsletter is the flagship. Everything orbits it.

_ 01 · ARCBASE NEWSLETTER

Weekly. Tuesdays.

800–1,500 words. Three pillars rotating: **strategy essays**, **client transformations**, **category POV**.

Targets: 5K @ M3 · 15K @ M6 · 30K @ M12 · 75K @ M18.

Stack: native email + Substack mirror + LinkedIn cross-post.

_ 02 · JOURNAL & BLOG

Three post types.

Pillar pieces quarterly — SEO + PR backbone (e.g. *State of Personal Brand 2026*).

Case studies bi-weekly — metrics, visuals, methodology.

Field notes weekly — what's working, what's broken.

03 · — TRANSFORMATION GALLERY

/transformations

Before/after on every published client. Visual-first, scrollable, public.

The single highest-conversion asset on the site. Every ad, podcast appearance, and DM eventually points back here.

_ 04 · THE DREAM BRIEF

Annual ritual.

Five hand-picked founders. Free quarter of Premium. Filmed transformations. Awards moment tied to Cannes / SXSW / Web Summit.

Generates: case studies, social proof, PR moment, recurring ritual.

— FIVE SURFACES, FIVE JOBS — NOT ONE STRATEGY

LinkedIn carries it. Everything else supports.

CHANNEL	ROLE	FORMAT & CADENCE
LinkedIn	**Primary.** Where the ICP lives.	Company page 4–5 posts/wk · **Thought Leader Ads** on top organic (2.68% CTR / $2.29 CPC, 6× SIA) · carousel framework series every 7–10 days.
Instagram	Credibility surface, not acquisition.	Carousel before/afters · Reels of customer reactions & time-lapse · daily Stories. 3–4 posts/wk.
X/Twitter	YC / crypto / AI-builder slice.	Sharper register. 3–5 posts/day. **Reply-guy on tier-1 founder accounts.** Luma playbook (memes, screenshots, viral demos).
YouTube	Long-form home + sales asset.	30–60 min interviews (podcast video home) · quarterly 4–8 min documentary case studies **— highest-trust asset in the funnel.**
TikTok	Opportunistic. Skip until M6.	Single creator-in-residence test: 3 short videos/wk. If it hits, scale. If not, kill.

— TWO MOTIONS, ONE ENGINE

Own a show. Tour everyone else's.

— 01 · OWNED PODCAST

Make ArcBase the publisher of the category.

Weekly · ~45 min · interview format. Audio + YouTube video.

Strategic stack: direct relationship-building (every guest = ICP) · audience growth via guest-share · 6–12 derivatives per episode · industry positioning.

Launch with 8 in the can. Two recurring guests should host larger shows — future cross-promo locked in.

— 02 · GUEST PODCAST TOUR

Tier 1 anchor (1–2/qtr): Lenny's, a16z, MFM, How I Built This, Modern Wisdom, Knowledge Project.
Tier 2 niche (3–5/qtr): Founder Hour, Indie Hackers, 20VC, Marketing Millennials.
Tier 3 client (5–10/qtr): every podcast in the Arcbound base.

— 03 · SPONSORSHIP (M6+)

1–2 shows/qtr where the host genuinely uses ArcBase. **Host-read endorsement, not pre-recorded.** Rotate to test conversion before committing.

Every appearance generates a **clip pack**: 1 long-form upload, 4–6 shorts, 1 newsletter feature, 1 carousel. The appearance is the seed; the derivatives are the growth.

— COMPOUNDING SURFACES, BOTTOM-FUNNEL INTENT

Write the category. Land the press.

— SEO · PILLAR CONTENT

Quarterly long-form for category-defining queries: *personal brand strategy framework, audience as a founder, newsletter that converts, [X] alternatives.*

— SEO · PROGRAMMATIC PAGES

Conversion pages, not SEO theater. **/for/founders · /for/advisors · /for/fractional · /for/authors · /for/creators · /vs/[every competitor].** Each maps to one ICP with tailored proof & pricing.

— SEO · COMPARISON CONTENT

Honest, even-handed vs. Kleo, Beehiiv, Substack, traditional agencies, ghostwriters. Ranks fast. **Bottom-funnel intent = highest convert rates.**

— PR · TIER 1

TechCrunch · The Information · Bloomberg · Fast Company · Inc · Forbes · Adweek. Hooks: funding, product launches with named clients, annual category report, counter-narrative POV ("agencies are next to be unbundled").

— PR · INDUSTRY & NEWSLETTER

Marketing Brew · MediaPost · Digiday · Lenny's · Marketing Millennials · Demand Curve. **Pitch as guest-written category POV, not company news.**

— PR · AWARDS & LISTS

Inc 5000 · Fast Company Most Innovative · Webby · Anthem. Annual cycle. Social proof compounds — lifts every conversion downstream.

— WHERE THE ICP ALREADY GATHERS

Show up. Don't spam.

— COMMUNITIES

YC ecosystem — Bookface off-limits; public Slack & X fair game; YC newsletters.
Hampton, Founders Forum, EO — sponsor events, never mass-DM.
On Deck — alumni perk.
South Park Commons — fellowship blog partnership.
Tiger 21 / YPO — chair-level only.

— SWAPS & SPEAKING

5-10 content swaps/qtr — Lenny's, Every, The Generalist, Not Boring, Workweek, 10K-100K creator newsletters.

Speaking by M6: SaaStr, INBOUND, Web Summit (3 anchor) · Hampton House Party, On Deck, Founders Forum (2-3 elite) · 5-10 niche/yr.
One good talk = 6-12 mo of inbound.

OUTBOUND + PAID

200 messages/day — LinkedIn DMs + email. YC alumni, a16z portfolio, EO, Web Summit speakers, Hampton, On Deck.

Paid is amplification, not acquisition. $5K/mo → $25K/mo by M9. Thought Leader Ads on top organic. Meta retargeting on engaged. Podcast mid-roll where clients are already guests.

— THE SAME OS OUR CUSTOMERS USE, RUN FOR OURSELVES

One source. Eight to twelve outputs. Six surfaces.

— PRODUCTION ENGINE

SOURCE	BECOMES
Newsletter	3 LI variants · X thread · IG carousel · email touch
Podcast	YT video · 4-6 shorts · blog · newsletter · IG Reel · X thread · LI carousel
Case study	Long-form · IG carousel · LI post · gallery · sales asset · newsletter
Pillar piece	Press pitch · newsletter · 3-5 LI posts · podcast topic · 2-3 carousels

Rule: every primary asset → 8-12 derivatives, 4-6 surfaces, 14-day window.

— 12-MONTH ARC

M1-3 · Newsletter, blog, gallery live. 10 podcasts recorded, 3 published. SEO pillar #1 shipped.

M4-6 · Content lead onboarded. **5K subs.** 12+ episodes. First Tier 2 podcast. 10 SEO pages. First sponsor.

M7-9 · **15K subs.** Top 50 podcast. Tier 1 appearance secured. Annual category report. Speaking circuit live. Paid → $15-25K/mo.

M10-12 · **30K subs.** 40+ episodes, top 25. Dream Brief runs — PR moment. Documentary series launched.

— LISTS ARE THE ASSET. COMPILE NOW, BLITZ WHEN READY.

Five sources. One enriched master list.

We have the network to pull every one of these. The play is to **start scraping & enriching now**, build the matched audience in the ad accounts in parallel, and pour gas on it once a single creative beats baseline. We're a few months out from full activation — but the reps start today.

— 01

Web Summit

Founder & operator attendee lists. High signal on stage of company. Scrape from past attendee directories & LinkedIn cross-ref.

— 02

Kairos Directory

Member directory needs a fresh email scrape — existing pull is stale. High net-worth, network-aligned with EO/YPO target.

— 03

EO U35

Hottest segment. Younger, technical, more likely to self-serve. Direct overlap with engineer-founder ICP. Bryan + my network can vouch.

— 04

YPO

Higher LTV, higher trust threshold. Pair with peer-signaling creative from slide 26. Forum-by-forum tailoring.

— 05

Outreach '25/'26

Everyone we've already touched — managed prospects, demos, intros, lapsed leads. Already warm. Lowest CAC of all sources.

— THE PLAY

Now → 60 days: scrape, dedupe, enrich (LinkedIn + Clay + Apollo), tag by source & segment. Upload to Meta / LinkedIn / Google Customer Match. Build the warmups.
+90 days: presell + Seed 50 ambassador motion runs against

— TARGETS

Combined enriched list: **15K–25K** vetted contacts. Match rates: Meta 50–70%, LinkedIn 30–50%, Google 40–60%. **Net usable matched audience: 8K–14K** — tight enough to surround, large enough to learn.

— CAC THAT SCALES WITH REFERRAL, NOT AD SPEND

Pay our customers to bring their network.

Our customers are dense in their networks. The cheapest CAC we'll ever buy is paying them a share of the MRR they refer. **Sits on top of the Seed 50 ambassador motion (slide 27)** — that's the loud, hand-picked layer. This is the open, programmatic layer everyone can join.

— THE STRUCTURE

20% MRR · 12 mo.

Every paying customer gets a referral link. **20% of the referred customer's MRR for 12 months.** Auto-paid through Rewardful or PartnerStack. Stacks on top of base subscription, no caps.

PREMIUM TIER COMP: 25% FOR THE FIRST 90 DAYS.

— THE TIERS

- → **Tier 1** — every paying customer · 20%
- → **Tier 2** — Seed 50 ambassadors · 25%
- → **Tier 3** — podcast hosts (slide 42) · flat $500/conversion
- → **Tier 4** — power-referrers (5+ closed) · lifetime commission

— THE MATH

- → 20% × $1,800 × 12 = **$4,320 per referred customer**
- → Effective CAC vs. paid: **~40–50% lower**
- → Target: **25% of new MRR** attributed to affiliates by M9
- → Per slide 12 channel mix — this is the engine behind that number

— TOP-OF-FUNNEL IS NOT ONE MOTION. IT'S SIX.

Generic copy converts at 1–2%. Segmented copy at 6–10%+.

Same scrape → Apollo → Smartlead / HeyReach / Attio pipeline. **Six different messaging tracks.** A founder doesn't read what an investor reads. An author doesn't care what a fractional CMO cares about. Segmentation is a 3–5× lift in reply rate at zero infrastructure cost.

— 01 · FOUNDERS

YC, a16z, EO Accelerator. Want fundraising / recruiting leverage. **LinkedIn + X.** 80/day. Pro/Premium tier.

— 02 · INVESTORS

VC partners, angels, family-office heads. Want deal flow + LP credibility. **LinkedIn + email.** 30/day. Premium.

_ 03 · EXECUTIVES & ADVISORS

C-suite, fractionals, board members. Want the next seat + exit positioning. **LinkedIn + email.** 30/day.

— 04 · AUTHORS & SPEAKERS

Non-fiction authors, keynote regulars, big-podcast hosts. Want book longevity, IP defense. **LinkedIn + IG.** 20/day. Premium.

— 05 · CREATORS & OPERATORS

Indie hackers, build-in-public, newsletter writers 5K–100K. Want velocity. **X + LinkedIn.** 30/day. Starter/Pro.

_ 06 · COACHES & CONSULTANTS

Solo & small-agency, $200K–$2M. Want inbound. Lower priority, high LTV when they convert. **LinkedIn + email.** 10/day.

— IF THE FOUNDER DM USES EXEC REGISTER, THE SEGMENTATION WAS WASTED.

Same product. Six different sentences.

— FOUNDERS

"Build the audience your next round needs." · *"Hire engineers who already know who you are."* **Avoid:** *"personal brand," "your story."*

— INVESTORS

"The investors who publish get first call on the round." · *"Distribute your thesis. Compound your deal flow."* **Avoid:** *tool pitches.*

— EXECUTIVES & ADVISORS

"The board you want next is reading what you publish now." · *"Advisors with audience charge 3× advisors without."* **Avoid:** *"build in public."*

— AUTHORS & SPEAKERS

"Your book promotion shouldn't end when the launch tour does." · *"Frameworks travel. We make sure yours travel attached to your name."*

— CREATORS & OPERATORS

"You built it. Now make sure people see it." · *"Ship the product. We ship the noise."* **Memes work here.**

— COACHES & CONSULTANTS

"Your best client found you through what you wrote. Imagine if you wrote 10×." · *"Stop trading hours for content."*

— REPLY OWNERSHIP: EVERY SEGMENT HAS A DESIGNATED HUMAN

Founders → ex-founder account lead. Investors → strategist with venture background. Execs → premium-register strategist. Authors → Pierce. Creators → build-in-public-native lead. Wrong owner kills the thread faster than no reply.

— ONE PIPELINE. SIX LANES OFF THE BACK OF IT.

Scrape → Apollo → Verify → Clay → Smartlead / HeyReach / Ads → Attio.

— THE PIPELINE

01 LinkedIn + web scrapes per segment
02 Apollo enrichment + email waterfall
   Findymail → Prospeo → Datagma → LeadMagic
03 MillionVerifier
04 Clay table per segment, personalization triggers
05 Routing layer:
   ├ Smartlead (5 inboxes / segment)
   ├ HeyReach (LinkedIn / segment)
   └ Custom audience → Meta + LinkedIn Ads
06 Attio CRM, segment as primary tag
07 Reply triage → segment-specific human owner

— WHAT'S SHARED

Scraping infra · Apollo enrichment · Email verification · Smartlead account · Inbox warmup. **Sending domains rotate from a shared pool.**

— WHAT'S SEGMENTED

Subject lines · Email body · LinkedIn DM templates · Ad creative · Landing page (*/for/founders*, */for/investors*, etc.) · Cadence · Custom audiences · Reply owner.

— DOMAIN HYGIENE

5 sending domains × 2 inboxes = 10. 4 founders, 2 investors, 2 execs, 1 authors, 1 creators. Coaches share founder pool when capacity allows. If one domain gets flagged, the rest of the segments are unaffected.

— A SMALL LEVER, BUT HIGH-LEVERAGE.

Free 6–12 months to every podcast host who lets us on the show.

Trade-economics, not sponsorship. Every business / founder / operator podcast gets a comped **6–12 month Premium subscription** in exchange for a guest spot on their show. We sweeten it with **3+ qualified guest intros per host** — we make their job easier and they make us part of the conversation. The win isn't the slot. The win is the host telling their audience.

— THE TRADE

6–12 mo free.

Premium tier comped. They get the OS for their own brand — the same tool we want them recommending to their audience. **Hosts that use it sell it.**

— WHAT WE ASK

Guest spot on the show.
One organic mention across the season.
Clip rights for our derivatives stack.
That's it. No contract gymnastics.

— WHAT WE SWEETEN WITH

3+ qualified guest intros per host from our network. We become the easiest booker they have. Solves their #1 problem (booking) while we solve ours (reach).

— WHY HOSTS SAY YES

A $1,500–3,000/yr comp is meaningful to indie hosts. The intros are worth more — they're the bottleneck on every show. We're

— TARGETS, YEAR ONE

30–50 hosts active on Premium. **40+ guest spots.** **120+ qualified intros** placed across the network. Cost: ~$60–90K in comped subs —

— CADENCE IS PART OF THE MESSAGE.

Founders move fast. Authors don't. Sequence the same way.

Touch count, gap days, and tone all flex per segment. Creators get 3 touches in 12 days. Investors get 4 touches in 18 with thesis-specific personalization. Authors get a writerly, well-edited 4-touch they'd actually respect.

SEGMENT	TOUCHES	WINDOW	LEAD HOOK → CLOSE HOOK
Founders	5	21d	“Your batchmates are out-publishing you” → “Worth 15 min before your next round?”
Investors	4	18d	“Re: your post on [thesis]” → “15 min before your next LP letter goes out?”
Executives	4	18d	“Post-[exit/move] positioning” → “30 min on positioning before your next conversation?”
Authors	4	16d	“Your [Book Title] promotion in 2026” → “Worth a conversation about your next decade?”
Creators	3	12d	“Your $X ARR vs. your reach” → “Want it off your plate?”

— THE OS PRODUCES ITS OWN SEGMENTED MARKETING

84 creatives a quarter is impossible by hand. Trivial through ArcBase.

Per segment per quarter: **6 statics + 3 video + 3 carousels + 2 Thought Leader Ads = 14 creatives.** Six segments × 14 = **84 creatives a quarter.** Manually impossible. Through brand DNA → segment copy → asset gen via the production engine, it's a Tuesday afternoon. **The fact that ArcBase produces its own segmented marketing creative is itself the best ad for ArcBase.**

— THE 12-MONTH TEAM BUILDOUT

Month 4 · Content lead (FTE) — owns newsletter, editorial calendar, voice
Month 4 · Paid media manager (contractor → FTE if metrics support)
Month 4 · Podcast producer (contractor)
Month 6 · Community / social manager (FTE) — LinkedIn, IG, X, Stories
Month 9 · Designer (FTE) — carousels, transformation gallery, ad creative
Month 9 · Podcast producer → FTE
Editorial layer: Pierce continues for premium pieces & case studies.

— THE FOUR METRICS — WEEKLY

01 Newsletter subs (audience compounding)
02 Direct site traffic from non-paid sources (top-of-mind)
03 Application volume per channel (the only metric that converts)
04 Channel attribution to closed-won (funds next quarter)

— REPORTED PER-SEGMENT, FOREVER

Reply rate · meeting-booked · close · CAC · LTV · NRR — broken out by segment, never rolled up. Aggregates hide which lane is actually working.

— WHAT KLEO AND BEEHIIV STRUCTURALLY CANNOT REPLICATE

The customer roster *is* the positioning.

Kleo and Beehiiv have a positioning ceiling. Kleo's base is mid-tier creators and growth hackers. Beehiiv's is newsletter operators. Neither has the elite founder cohort because their products aren't designed for them — they're tools, not managed services, and the output reads as "AI-generated" to a sophisticated buyer. **That's our wedge.**

— THE COMPETITOR CEILING

Kleo — tool for mid-tier creators & growth hackers.
Beehiiv — tool for newsletter operators.
Neither has a single name in their customer base another elite founder would care about. **That gap doesn't close with a feature ship. It closes only with a different customer.**

— THE DENSITY FLYWHEEL

If the database lands us 5-15 top-tier founders early, we get something they can't replicate. **Elite networks are small and they talk.**

One YC W24 founder is seen by their batchmates, investors, portfolio peers. One Tiger 21 member gets quietly mentioned in their forum. One a16z portco shows up in the partner Slack.

— DISCOVERY → PROPOSAL 60% · PROPOSAL → VERBAL 50% · VERBAL → SIGNED 70%

21% close rate. The math is the calendar.

50	100	200
NEW CUSTOMERS / YR	NEW CUSTOMERS / YR	NEW CUSTOMERS / YR
238 discoveries · ~20/mo	476 discoveries · ~40/mo	952 discoveries · ~79/mo

79 discovery calls a month doesn't happen by accident. It demands paid + content + referrals firing in parallel from M4 onward, and a sales bench that can hold 4–5 discoveries a day without dropping delivery quality. This is why we can't bundle services on day one — it pulls the same humans out of selling.

— THREE HORIZONS, IN ORDER

90 → 180 → 365.

— DAY 90

Lock.

- → Canonical offer spec signed
- → Pricing & staffing calculator in CRM
- → Arc OS v1: HubSpot sync + transcript ingest
- → KPI dashboard v1 live

REMOVE AMBIGUITY. MAKE DELIVERY MEASURABLE.

— DAY 180

Prove.

- →
- →
- →
- →

PROVE CONSUMER ACTIVATION WITHOUT BETTING REVENUE ON IT.

— DAY 365

Scale.

- → Enterprise rollout to 6+ accounts
- → 200+ active managed clients at blended $1.95K
- → Speaker Marketplace attached as third revenue line
- → Path to $10M ARR underwritten and visible

SCALE THE PARTS WITH PROVEN PAYBACK.

— MY ROLE · 12 MONTHS OUT

Head of Growth, ArcBase.

I've automated my outputs.

Design time is down to hours from weeks. The Arc Launch team can use the OS without me as the bottleneck. That frees me to lead GTM from here — the fastest path to revenue.

— BRYAN STEERS

Graviten enterprise. Chairman / partner on relationship-driven growth.

— WHAT I OWN

→ 01 **Ad strategy.** Meta, LinkedIn, podcast spend.

→ 02 **Content engine.** Newsletter, IG, LinkedIn, podcast tour.

→ 03 **Pricing & packaging.** Tier design, upgrade paths, holdouts.

→ 04 **Referral & partnerships.** The 25%-of-new-MRR engine.

→ 05 **Product collaboration.** Tight feedback loop with Tim's team.

→ 06 **Email + sales infrastructure.** Picked up from Bryan over time.

— IF IT WORKS

That's the bed I want to make.

By M12, ArcBase is at $500K MRR with a defensible product, a tight network of high-LTV customers, and a clear path to $1M MRR in year two. Bryan is freed up to drive Graviten to enterprise scale. The Marketplace is live. The trifecta is real.