

# A Continuum of Strategic Support

VISURA SERVICE TIERS

	Strategic Executive Alignment <i>Lite</i>	Strategic Executive Alignment	Strategic Growth Partner	Embedded Executive
Monthly Investment	Lite	Low	Medium	High
Touch Level	Low	Medium-Low	Medium	High
Primary Focus	Founder (individual growth)	Founder + Company (individual growth + strategy bridge)	Company (strategy + growth guidance)	Company (embedded leadership + execution)
Session Cadence	Biweekly 1:1	Monthly 1:1 + Monthly Strategy Session	Biweekly Strategy Session	Weekly Executive Session
Designed For	Pre-revenue founders focused on growth as a leader	Near-revenue founders exploring strategy	Early post-revenue companies needing strategic lift	Scaling companies requiring deep executive horsepower
Visura's Role	Coach, Confidant, Mentor	Coach, Confidant, Mentor + Strategic Guide	Strategic Advisor, Light Execution Partner	Fractional Executive (CEO, CMO, CGO, COO)

## What's Included

Founder Leadership Playbook (Leadership Priorities)	✓	✓	✓ Optional	✓ Optional
Personal Operating Framework (Daily Structure + Focus)	✓	✓	✓ Optional	✓ Optional
Where We'll Focus	Founder Only	Founder + Early Company Strategy	Business-Critical Discussions	Full-Scale Executive Team Support
Email Support	Light (1x/week)	Light (1-2x/week)	Moderate (48 hr turnaround)	High-priority (12-24 hr turnaround)
Execution Support	X	Early Business Advising	Tactical: GTM, Ops, Hiring	Direct Co-Ownership of Key Initiatives
Team Alignment Coaching	X	X	Founder Support	Cross-Functional Team Development and Leadership
Stakeholder/Investor Support	X	X	Strategic Guidance	Full Guidance + Messaging Prep for Founder/Executive Team
Stakeholder/Investor Engagement	X	X	X	Direct Interface with Board, Investors, Strategic Partners
Cross-Functional Team Engagement	X	X	X	Regular Interfacing with Leadership and Key Functions
Embedded Leadership (~1 day/wk)	X	X	X	Direct Involvement as Fractional Executive
On-Call Strategic Access	X	X	X	Access for Urgent/High-Stakes Decisions
Travel (Investor/Client Events)	X	X	X	In-person Attendance for Major Meetings When Required