

Commercial Narrative Sprint — Founder Track

Trigger window: Post-funding velocity stall, leadership change, or first-commercial-hire ramp problem. Engaged after the team has spent 6–12 weeks attempting an internal narrative fix.

When to call us — the fire: The narrative that won early commitments doesn't decode for production-scale buyers. The board pushes one GTM motion, the founder feels another, the first commercial hire is selling a third. Commercial traction stalls on a story problem.

What you get: Locked commercial narrative calibrated for the current buyer. Board-deck narrative section ready for the next BoD meeting. First-commercial-hire enablement pack — battlecard, demo-script outline, top-five objection handling.

Duration: 3–5 weeks. Fixed scope, fixed fee. \$15,000.

Proof: Continuous Angeles Investors involvement since 2020 — founding operating team, original due-diligence work, creator of the “Charla with Angeles Investors” fireside chat series, now Orlando City Lead. Multi-year investor-side pattern recognition on where founder-to-buyer narratives break down and what investors push founders to articulate.

