

OH GTM v2

Landing page: <https://v0-operational-hub-landing-page.vercel.app/opshub>

Operational Hub - Go-to-Market Plan

Updated: January 14, 2026

Launch Target: January 26, 2026

Executive Summary

Operational Hub is a turnkey back office for crypto-native builder teams. We combine **operator support + workflow software + a Swiss legal entity** into a single monthly service that eliminates the "ops as a side job" problem for teams with 250K–2M in annual operating spend.

Core positioning: "Less admin. More building."

1. Product & Pricing

What You Get

Component	Description
Legal Entity	Your own Swiss Association (Verein) with member privacy by default
Workflow System	Repeatable processes for invoicing, approvals, payouts, and reporting
Agreement Stack	Proven templates for contributors, vendors, and service agreements
Operator Support	Our team runs day-to-day workflows so you don't need to

Pricing Structure

	Starter	Standard	Custom
Best For	Solo/grant recipients, minimal ops	Teams with recurring contributors	Complex needs, high volume
Platform Fee	750/mo	750/mo	Custom
Per Seat	—	+\$500/contributor	Custom
Setup Fee	2,500	\$3,000	4,000+
Payment Cycles	Monthly	Weekly/Bi-weekly	Custom

Seat Definition: Paid permanent contributors only (not unpaid members or one-time vendors)

What's Included in All Tiers:

- Swiss Association setup & maintenance
- Accounting & bookkeeping
- Tax filings
- Expense management
- Invoice generation
- Contributor payouts (fiat + stablecoins)
- Monthly reporting
- Access to legal partners (via referral)

Pricing Rationale:

- Target customers spend 250K–2M annually
- 750 base + 2,250/mo for 3-person team = ~27K/year
- This represents ~5-10% of operating budget (competitive with industry benchmarks)
- Comparable to Open Collective's 15% fiscal hosting fee, but with entity ownership

2. Positioning vs. Competition

Our Defensible Claims

1. "Finance ops for builders, not token issuers."

We're not chasing exchanges, DeFi protocols, or token projects. We own the underserved niche of service-based crypto businesses.

2. "Stablecoins are your payment rails, not your business model."

Traditional accountants don't get crypto payments. Crypto accountants focus on trading/DeFi. We bridge the gap.

3. "Contractor-heavy, globally distributed, crypto-paid — we own the full workflow."

From client invoice to books closed, we handle it all.

4. "You own your entity. We run it for you."

Unlike fiscal hosts, you get ownership. Unlike DIY tools, you don't do the work.

Competitive Landscape

Competitor Type	Examples	Their Position	Our Advantage
-----------------	----------	----------------	---------------

Crypto Accounting Firms	The Network Firm, Aprio	Audit-ready for token issuers, exchanges	We're simpler, focused on builders
Outsourced Accounting	Pilot, Kruze, indinero	Finance department for traditional startups	We're crypto-native (stablecoin fluency)
Global Payroll/EOR	Deel, Remote	Software infrastructure for global hiring	We own the full workflow, not just payments
Crypto Payroll Tools	Request Finance, Bitwage	DIY tools for crypto payments	We're full-service, not a tool
Fiscal Hosting	Open Collective	No entity ownership, 15% fee	You own your entity, flat monthly fee
Entity Setup	Otonomos, Otoco	Template-based entity formation	We include legal review + ongoing operations

Key Differentiator Matrix

	Pilot	Deel	Open Collective	Franklin	Operational Hub
Crypto-native	No	Partial	No	Yes	Yes
Entity ownership	N/A	N/A	No	N/A	Yes
Operations done for you	Yes	No	Partial	No	Yes
Privacy by default	No	No	No	Yes	Yes
Builder-focused	No	No	Yes	Yes	Yes

3. Target Audiences

Primary: DevCo & Builder Teams

Who: Teams shipping product and paying contributors/vendors on a recurring cadence

Profile:

- 250K–400K–1.5M)
- 3–15 recurring contributors
- Using stablecoins for payments (not as core business)
- Currently doing ops ad hoc or with a part-time internal person

Trigger Moments:

- Recurring contractor payments becoming a burden
- Month-end close is painful
- Vendor relationships require proper contracts
- Counterparties ask "who is the contracting party?"
- "I need ops but I don't want to hire an ops person"

Messaging Hook: "Your operations team, without the hire"

Primary: Open-Source Builders

Who: Teams maintaining open-source projects with multiple funding sources

Profile:

- Grant recipients with recurring budgets
- Multiple funders (grants, sponsors, services)
- Want a credible operating posture without corporate overhead

Trigger Moments:

- Multiple funding streams causing messy bookkeeping
- Funders requesting clean reporting
- Need to invoice sponsors professionally

Messaging Hook: "Run invoicing and payouts without becoming a corporation"

Secondary: Privacy-First Teams

Who: Teams with elevated personal exposure risk

Profile:

- Security tooling, privacy projects, politically sensitive work
- Want member privacy by default
- Need to sign and invoice without routing through individuals

Trigger Moments:

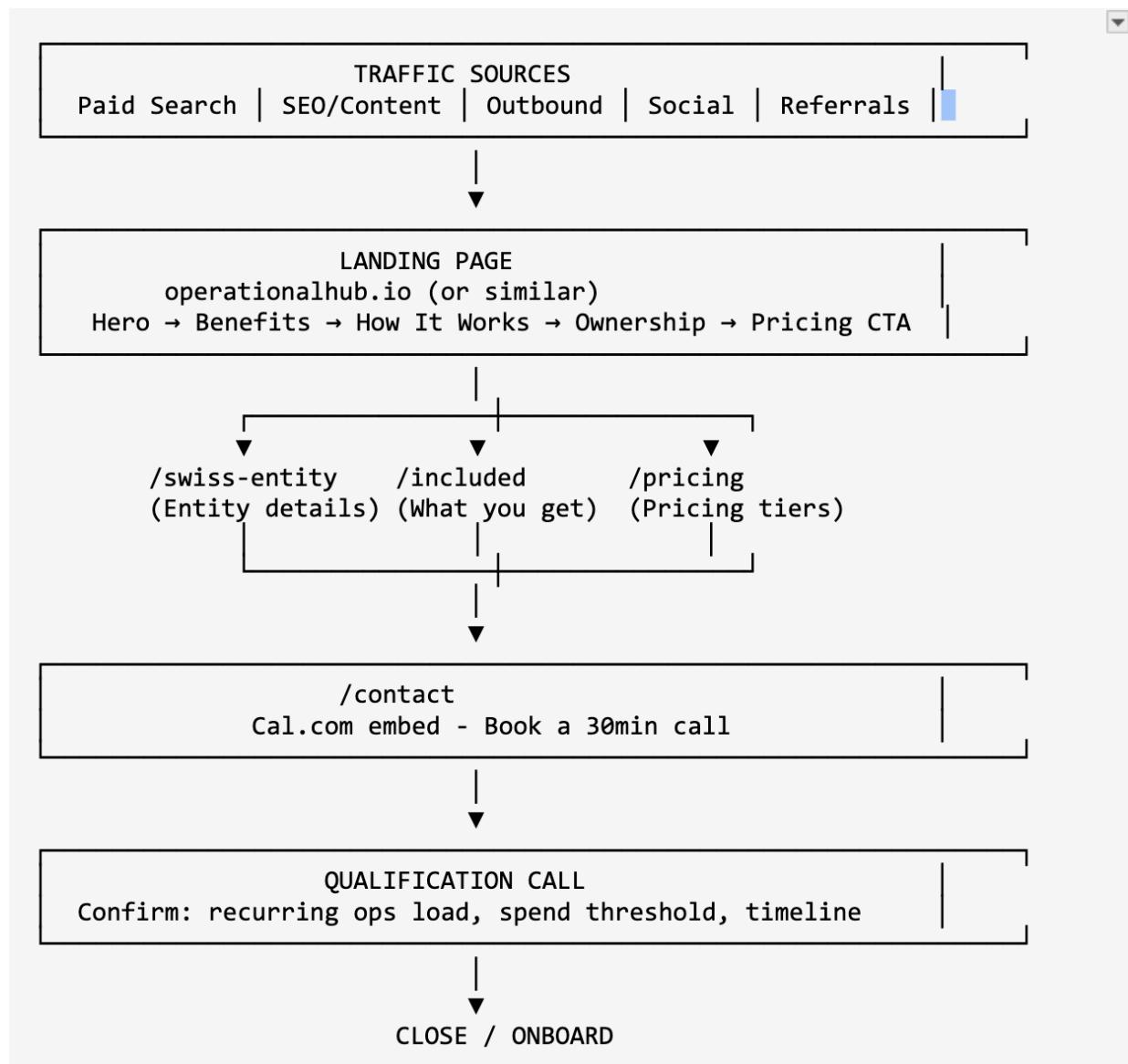
- Rising public profile
- Need to pay contributors without doxxing
- Legal documents requiring a contracting entity

Messaging Hook: "Operate with privacy by default"

4. Funnel Strategy

Philosophy: Wide Funnel → Scheduled Call

Every path leads to booking a call. This is a service business — the sale happens in conversation, not in a self-service checkout flow.



Website Structure (Live)

Page	Purpose	CTA
/ (Landing)	Primary conversion page	Book a Call
/included	Detailed breakdown of services	Book a Call

/swiss-entity	Entity details for those who want to dig deeper	Book a Call
/pricing	Clear pricing tiers	Book a Call
/contact	Cal.com booking embed	(conversion point)

Key Principle: Don't lose people with a complex application flow. Get them on a call where we can walk them through it.

5. Channel Strategy

Launch Phase (Jan 26 – Feb)

Channel	Audience	Investment	Goal
Outbound	Open Collective orgs, DAO delegates	High	10-15 qualified calls
Paid Search	"crypto back office," "contractor payouts"	Medium	Test + learn
SEO/Content	Long-term visibility	Low (1-2 articles)	Foundation
Social	Community awareness	Low	Signal launch

Outbound Lists (100-150 targets)

Open Collective Organizations:

- Research active organizations with \$50K+ in transactions
- Focus on those showing signs of growth/complexity
- Message: "Ready to own your entity? Graduate to full operations support."

DAO Governance Delegates:

- Individuals involved in multiple governance roles
- Likely experiencing ops burden across projects
- Message: "Focus on governance, not admin."

Privacy-First Builders:

- Privacy tooling communities
- Security research orgs
- Message: "Operate with member privacy by default."

Outbound Templates

DevCo:

Quick note. The Operational Hub is a turnkey back office for builder teams: invoicing, approvals, payouts, month-end close, and reporting. Operator support + workflows, so ops

doesn't become a second job.

If your team is feeling the admin load, want to book a short call?

Open-Source:

Reaching out because you maintain open-source work at real scale. The Operational Hub gives you a repeatable back office for invoicing, approvals, payouts, and reporting—plus an entity layer so you can operate through the project, not individuals.

Open to a quick call?

Paid Search Keywords

High Intent:

- crypto back office
- pay contractors stablecoins
- crypto operations support
- contractor payouts workflow
- month-end close crypto

Negative Keywords:

- free template
 - jobs / hiring
 - tax filing DIY
 - \$99 LLC
 - accounting software
-

6. Content Strategy

Launch Content (Ready by Jan 26)

Pillar Article #1: "Stop Doing Ops as a Side Job"

- The ops wall: what breaks when payments become recurring
- Invoicing, approvals, payouts, month-end close, reporting
- Operator support + workflows as the solution
- CTA: Book a call

Social Posts (10x):

- "Invoices are piling up"
- "Approvals chaos"
- "Payout day is a mess"
- "Month-end is a nightmare"
- "We need clean records"
- "We need to sign without personal exposure"
- Each maps to a job-to-be-done

Post-Launch Content Queue

1. "How open-source teams run invoicing and payouts without becoming a corporation"
 2. "How privacy-first teams pay contributors with less personal exposure"
 3. "What does it actually cost to run operations for a crypto builder team?"
 4. "Swiss Association vs. LLC: Why we chose the Verein structure"
-

7. Launch Checklist

Must Have (by Jan 26)

- Landing page deployed (operationalhub.io)
- Pricing page with 3 tiers
- Swiss entity explainer page
- What's included page
- Contact page with Cal.com embed
- Analytics/conversion tracking (UTMs, booking events)
- 1 pillar article published
- Outbound lists built (100-150 targets)
- Outbound templates ready (2 per audience)
- Paid search campaign ready (ad groups, negatives, variants)

Nice to Have

- Self-service checkout option (builds trust, few will use)
- Open source templates on GitHub (launch event signal)
- Video walkthrough on landing page

8. Success Metrics

Launch Phase (Jan 26 – Mar 1)

Metric	Target
Qualified calls booked	20-30
Customers closed	3-5
Website visitors	500+
Outbound response rate	10%+

Qualification Criteria

A qualified lead meets 2+ of:

- \$250K+ annual operating spend
- Recurring contributors/vendors (3+)
- Currently doing ops ad hoc or understaffed
- Timeline: looking to solve in next 1-2 months

Capacity

Current capacity: **10-15 new customers** (per Wouter)

Priority: Operational efficiency before aggressive growth.

9. Key Messages Summary

One-liner

"A turnkey back office for builder teams"

Elevator Pitch

"Operational Hub is your operations team without the hire. We combine a Swiss legal entity you own with operator support that handles invoicing, payouts, accounting, and reporting—so you can focus on building, not admin."

FAQ Headlines (for landing page)

- "Do I still need to hire an ops person?" → No.
- "Do I need my own accountant?" → No, included.
- "Do I need my own legal counsel?" → We connect you to partners.

- "Can I pay contributors in crypto?" → Yes, stablecoins supported.
 - "Do I own the entity?" → Yes, you're the controller.
-

10. Open Questions / Decisions Needed

1. **Starter tier:** Launch with it or hold back for later?
 2. **MME partnership pricing:** Finalized for entity setup?
 3. **Commercial hub timing:** When do we start talking about it publicly?
 4. **Capacity planning:** What's the onboarding bottleneck if we exceed 10 customers?
-

Appendix: Competitor Pricing Reference

Competitor	Model	Indicative Pricing
Pilot	Outsourced accounting	\$800-2,500/mo
Kruze	VC startup accounting	\$1,500-5,000/mo
Deel	Global payroll	\$49-99/contractor/mo
Open Collective	Fiscal hosting	15% of funds
Franklin	Crypto payroll software	\$500+/mo
Request Finance	Crypto payments tool	Free-\$99/mo

Our positioning: Service-level pricing (like Pilot/Kruze) but crypto-native and all-inclusive.