

# 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

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### 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."

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## 1. Product & Pricing

### What You Get

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

### Pricing Structure

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

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

## Key Differentiator Matrix

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

## 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

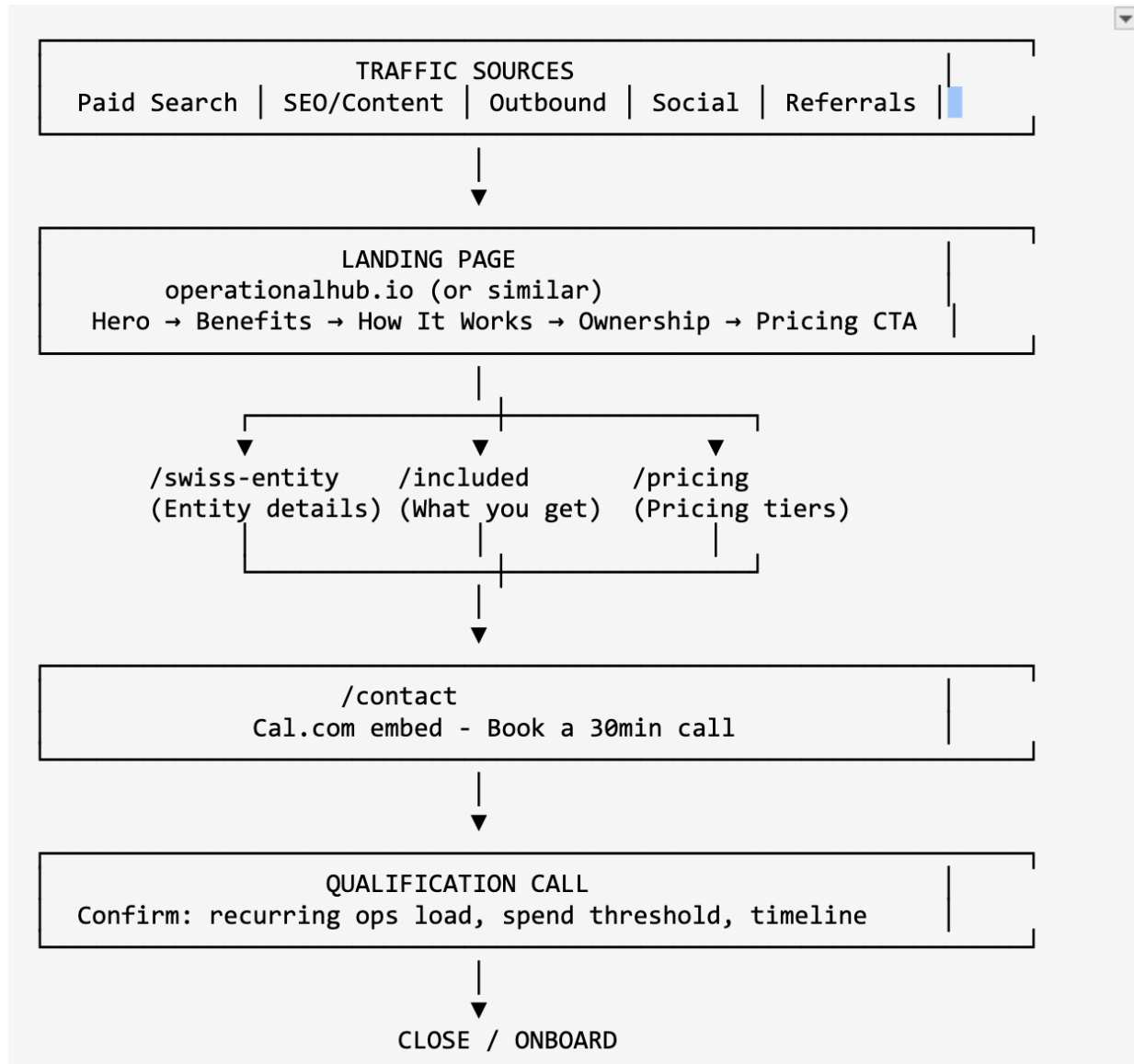
**Messaging Hook:** "Operate with privacy by default"

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## 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
<b>/included</b>	Detailed breakdown of services	Book a Call

<b>/swiss-entity</b>	Entity details for those who want to dig deeper	Book a Call
<b>/pricing</b>	Clear pricing tiers	Book a Call
<b>/contact</b>	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.

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## 5. Channel Strategy

### Launch Phase (Jan 26 – Feb)

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

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#### **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?

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## **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
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## **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"
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## 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



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## 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.

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## 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.
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## 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?
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## Appendix: Competitor Pricing Reference

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

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