SOL:GEN for startups™ — Scientific Channel Fit, Simulated

Founders, your runway is finite. Every dollar on marketing burn rate demands **traction** and **PMF**. SOL:GEN is built by founders for founders, providing a simulated sandbox to test acquisition channels, validate your MVP, and de-risk your go-to-market strategy. We help you find founder-led sales breakthroughs, identify growth hacking opportunities, and prepare defensible payback math for your pre-seed or Series A investor pitch. Stop guessing, start scaling.

Optimize your burn rate. Accelerate your unicorn potential.

Early-Stage Distribution: Why It's Broken

The PMF Blind Spot

You're iterating on your **MVP**, but channels behave wildly across **ICPs**. Relying on averages misleads, wasting your precious **seed** or **Series A** capital.

The Founder-Led Outreach Reality

Cold outreach replies are scarce (typically 1–5%) and diminishing returns set in quickly, especially when you're bootstrapping or doing founder-led sales.

Investor Metrics That Matter

Venture investors scrutinize **CAC payback periods** and **burn rate**, not vanity metrics like "likes" or impressions. Show them the real economics.

Most founders blindly copy growth playbooks and burn through their precious **runway** without gaining real **traction** or reaching **PMF**. It's the zero-to-one grind, but on hard mode.

Startup Benchmarks: Cold email reply rates: ~1–5% (tough for early-stage teams) • Google Ads conversion: ~7% overall (but often higher CAC for startups) • Webinar attendance: 35–45% of registrants (a viable growth hack) • "Good" CAC payback: 12–18 months (what VCs want to see before Series A)

Simulate. Set Gates. Allocate. Decide.

Onboarding Wizard — 3 minutes

Define your **ICP**, target **ACV band**, 2–3 **channels**, and desired **CAC payback period**. We've pre-filled **Y Combinator-style benchmarks** to kickstart your **traction** journey.

Simulation Labs

Run **deterministic "what-ifs"** to **ruthlessly optimize your burn rate**. Our nightly **Thompson Sampling** automatically shifts **limited runway** toward channels with the highest **CPQM** to maximize your **pre-seed/Series A** impact.

Agent Cards

Deploy Channel Scout, Offer Alchemist, Signal Wrangler, and Budget Captain to supercharge your **founder-led sales** and achieve **product-market fit (PMF)** from **zero to one**.

Effectiveness & Artifacts

Use the **finance dial** for **CAC Payback** and apply **decision tags: Scale / Iterate / Kill**. Every **benchmark**, **copy draft**, **allocation move**, and **finance calculation** is saved to help you **pivot** rapidly and crush your next **investor pitch**.

Maximize your **Runway**: Data-Driven Growth for Founders

Core Arsenal

Traction Benchmarks

Battle-tested data on ads, outbound, and events from pre-seed to Series A for rapid channel validation and PMF.

Burn Rate Navigator

Dynamic allocation visuals tracking budget shifts and performance trends to optimize your capital efficiency.

Pitch-Ready Fact Sheets

AI-generated reports with verifiable citations to confidently present your growth story to investors.

Founder Wins

Accelerated PMF

Find what truly works through simulation, not by burning through your precious runway on unproven channels.
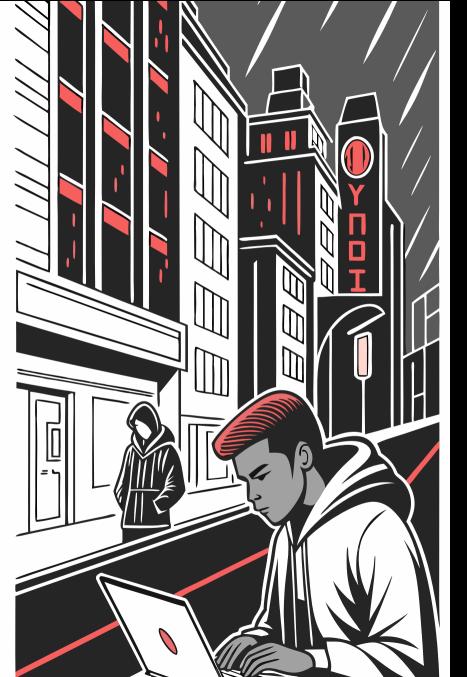
Hyper-Focused on Unit Economics

Prioritize Cost Per Qualified Meeting (CPQM) and CAC payback to escape vanity metrics and build sustainable growth.

Future-Proof Playbooks

A complete audit trail for your board and investors, complete with collaboration and pivot decision logs for future rounds.

Runway Optimization Example: If your monthly test budget is $10k and simulation reallocates 30% away from a channel at $600 CPQM toward one at $300 CPQM, you cut blended CPQM by ~15–20%, drastically shortening payback time and driving more qualified meetings per dollar. Extend your runway, hit your milestones.

Ignite Your Traction

Stop burning through your runway on vanity metrics. Our growth hacking engine helps founders find product-market fit faster, optimize burn rate, and achieve unicorn potential with undeniable data for your Series A pitch.

1 | **Blade-Runner Visual Language**

Deep blacks/graphite backgrounds, white text, magenta highlights, neon glows, light rain streaks, and modern typography with subtle scan-line overlays

2 | **Join the SOL:GEN Founder Cohort**

We're onboarding pre-seed and Series A founders in exclusive cohorts to protect tailored support. Secure your early access and plug into a community built for optimizing your burn rate and validating PMF.

Your Vision, **Our Code.**

Engineering for
Founder-Led Growth

Connectors

Accelerate your founder-led sales and growth hacking with deep integrations into your essential GTM stack.
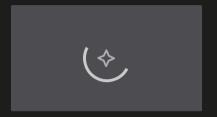

Security

Secure your early traction: RBAC, RLS, audit trails, with SOC 2 path post-beta to prep for Series A due diligence.

Data Architecture

Lean Data Stack: Supabase + pgvector for rapid RAG, optimizing your burn rate with efficient allocator jobs. GA4 server-side tracking for true traction metrics.

Funding-Round
Friendly Pricing

A hybrid subscription plus usage meter (allocator-managed budget) designed to extend your runway and align our success with your path to PMF.

⊗ **Traction Metrics:** Cold email reply rates: GMass, Martal, ManyReach (2024-2025) • Ad conversion rates: WordStream/LocaliQ (2024-2025) • Webinar attendance: ON24, DemandSage (2025) • CAC payback: Bessemer (2023), OpenView/Paddle (2024-2025)

Add your team to the waitlist: **iamkarlson.com/solgen**

SOL:GEN for startups™

Find Your Channel Before Your Runway Ends

PMF Simulation Labs

Traction Agent Cards

Burn Rate Guardrails

YC-Style Benchmarks

Stop guessing. Start testing.