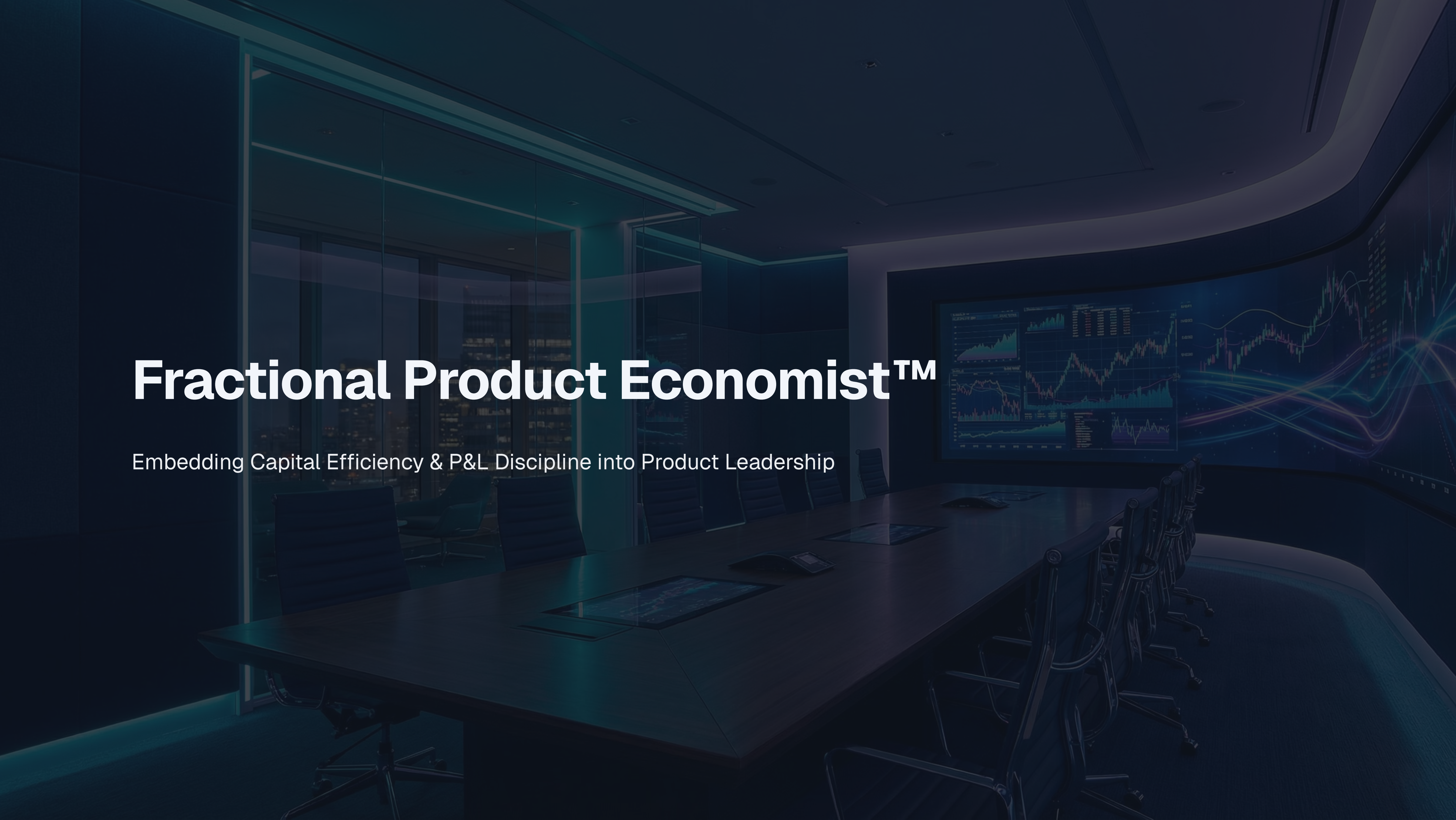

Fractional Product Economist™

Embedding Capital Efficiency & P&L Discipline into Product Leadership

⚠ CRITICAL GAP

Why Product Organizations Fail at Finance

Product Leaders

Incentivized on: Velocity (shipping code)

Focus on features delivered, sprint completion rates, and development throughput. Success is measured in releases and story points burned.

Finance Leaders

Incentivized on: EBITDA (saving money)

Obsessed with margin optimization, cost control, and profitability metrics. Success is measured in dollars saved and efficiency ratios.

The Gap

No one owns the **Return on Capital (ROC)** of the Roadmap

The Result

The "Feature Factory", high output, zero leverage

This structural misalignment creates a blind spot in the organization where product investments are made without rigorous financial scrutiny, engineering resources are deployed without clear ROI expectations, and strategic value creation becomes conflated with mere activity. The absence of a unified ownership model for product economics results in bloated roadmaps, mounting technical debt, and deteriorating unit economics that compound over time.

My Mandate: The "Product CFO"

Governance, not management. I operate at the executive layer, bringing financial rigor to product strategy without disrupting operational execution.

I do not manage sprints

I **govern investment logic**, ensuring every initiative passes through a capital allocation framework that demands clear financial justification and measurable business outcomes.

I do not write stories

I **audit "Kill Criteria"**, establishing pre-defined thresholds that trigger feature deprecation, preventing sunk cost fallacies and zombie initiatives that drain resources.

I do not report velocity

I **report R&D Yield**, translating engineering activity into financial outcomes that resonate with boards, investors, and CFOs who care about capital efficiency.

This is executive-level product economics, not project management. I work alongside your CPO and CFO to create a unified language between product ambition and financial reality, ensuring that strategic intent translates into measurable value creation.

PROPRIETARY FRAMEWORK

Quantified Product Economics Protocols

Q-PEP is a systematic approach to embedding financial discipline into product decision-making. This isn't theoretical, it's a battle-tested methodology that transforms how organizations think about product investment.

CapEx vs. OpEx Classification

Every roadmap item is rigorously categorized as either "Asset Building" (investments that create durable value and competitive moats) or "Maintenance Tax" (ongoing operational costs required to keep systems running).

Kill Criteria Definition

Pre-defined financial metrics that automatically trigger feature deprecation decisions, usage thresholds, cost-per-user ceilings, and ROI floors that prevent emotional attachment to failing initiatives.

Innovation Tax Calculation

Quantifying the "Carry Cost" of technical debt by measuring the percentage of engineering capacity consumed by maintenance versus new value creation, making invisible costs visible to leadership.

This framework creates a common operating language that bridges product intuition and financial accountability, enabling more informed capital allocation decisions and preventing the accumulation of low-ROI product debt.

The Monthly Rhythm: Executive Cadence

Consistency creates accountability. This structured monthly engagement ensures continuous governance without micromanagement, providing the executive layer with predictable touchpoints for strategic course correction.

1 Week 1: Roadmap Audit

Comprehensive review of the product backlog for financial viability. Every initiative is stress-tested against capital efficiency metrics, market assumptions, and strategic alignment. Low-ROI candidates are flagged for kill-or-pivot decisions.

2 Week 2: Engineering Review

Deep assessment of AI cost trends, infrastructure spend trajectories, and technical debt accumulation. We analyze unit economics at the feature level, identifying cost optimization opportunities and resource allocation inefficiencies.

3 Week 3: Leadership Sync

Strategic reallocation session with executive staff. Data-driven recommendations for portfolio rebalancing, investment prioritization, and resource deployment are presented with clear financial implications and risk assessments.

4 Week 4: The Product P&L

Delivery of the monthly "State of the Product" executive report to the Board and CFO. This synthesizes all findings into actionable intelligence that connects product activity to business outcomes in the language finance understands.

This cadence ensures that product economics remains a living discipline rather than a one-time exercise, creating institutional knowledge and financial discipline that persists beyond any individual engagement.

The "Product P&L" Dashboard

What gets measured gets managed. This executive dashboard translates product activity into financial outcomes, providing the visibility that boards and CFOs demand.

3.2x

R&D Yield

Revenue generated per engineering dollar invested, the ultimate measure of product capital efficiency and value creation leverage.

18%

AI Margin Impact

Cost of Goods Sold volatility driven by AI infrastructure, tracking the financial exposure created by inference costs and model dependencies.

42%

Maintenance Ratio

Percentage of engineering time spent fixing versus building, the innovation tax that compounds when technical debt goes unmanaged.

$2.3M

Deprecation Value

Dollar value of code and features strategically eliminated, measuring the courage to kill projects and the discipline to manage product portfolio bloat.

These metrics create accountability where none existed before. They force honest conversations about what's actually working, what's consuming resources without returning value, and where strategic bets are paying off versus becoming sunk costs. This isn't vanity metrics, it's executive-grade intelligence that informs capital allocation at the board level.

> "If you can't measure it in dollars and cents, you can't defend it to a board that's watching burn rate and demanding path to profitability."

INVESTMENT STRUCTURE

Engagement Terms

Retainer Structure

Monthly retainer engagement with a **3-month minimum commitment**. This ensures sufficient time to implement frameworks, establish measurement systems, and generate meaningful financial intelligence that drives strategic decision-making.

The retainer model provides predictable access without the overhead of a full-time executive hire, while maintaining the strategic continuity required for genuine governance work.

Access Model

- **Weekly Executive Staff Meetings** for strategic alignment and real-time decision support
- **Asynchronous Review** of roadmaps, financial models, and investment proposals
- **Board-Ready Reporting** delivered monthly with executive summaries
- **On-Demand Strategic Counsel** for critical resource allocation decisions

3

Month Minimum

Commitment period to ensure framework implementation

3

Concurrent Partners

Limited capacity to ensure depth over breadth

Capacity Constraint: Limited to 3 concurrent partners maximum. This deliberate constraint ensures that each engagement receives the strategic depth and executive attention required for transformational impact, rather than superficial consulting.

The Transformation: Before & After

The impact of embedded product economics governance is measurable, dramatic, and board-visible. Here's what changes when financial discipline meets product strategy.

Before: The Feature Factory

- Product roadmap driven by opinions and HiPPO decisions
- No visibility into per-feature unit economics or ROI
- Engineering capacity consumed by maintenance debt
- CFO sees R&D as a cost center, not an investment portfolio
- Board meetings filled with vanity metrics and activity reports
- Feature proliferation without strategic deprecation
- Technical debt compounds invisibly until system crisis

After: Strategic Capital Allocation

- Investment thesis required for every major roadmap initiative
- R&D Yield tracked and reported to board quarterly
- Proactive feature deprecation based on predefined kill criteria
- CFO partnership on product portfolio construction
- Board reporting that connects product to P&L outcomes
- Engineering capacity strategically allocated to highest-ROI work
- Technical debt quantified and managed as financial liability

> "The difference between a Product Leader and a Product Economist is the difference between shipping features and shipping *profitable* features."

Who This Is For (And Who It Isn't)

Ideal Partner Profile

Series B+ companies with $10M+ ARR where product investment is material and board scrutiny is intensifying. Organizations where the CPO and CFO need a common language.

Growth-Stage Inflection

Companies transitioning from "build everything" to "build the right things", where capital efficiency matters and the feature factory model is breaking down.

Executive Alignment

Leadership teams that recognize the gap between product velocity and financial outcomes, and are ready to implement governance without bureaucracy.

Not a Fit

Early-stage startups still in pure product-market fit mode where financial discipline is premature

Not a Fit

Organizations seeking PM execution rather than executive-level financial governance

Not a Fit

Companies without CFO partnership where finance refuses to engage with product economics

This engagement requires executive sponsorship from both product and finance leadership. Without that alignment, the frameworks cannot take root. This is C-suite work that demands C-suite commitment to be effective.

Next Steps: Partner Evaluation Process

Given the limited capacity and strategic nature of this engagement, there is a deliberate evaluation process to ensure mutual fit and readiness for transformation.

01

Initial Discovery Call

30-minute conversation with CPO and/or CFO to assess organizational readiness, strategic priorities, and alignment on the governance model. This is a mutual evaluation, not every organization is ready for this level of financial discipline.

02

Roadmap & Financials Review

Confidential analysis of current product roadmap, R&D spend allocation, and existing financial reporting. This diagnostic reveals the magnitude of the opportunity and identifies quick wins versus systemic transformations required.

03

Framework Proposal

Custom engagement proposal outlining the specific Q-PEP implementation plan, measurement framework, reporting cadence, and success criteria tailored to your business model and organizational structure.

04

Engagement Launch

Formal kickoff with executive staff, establishment of access protocols, and Week 1 Roadmap Audit initiation. The monthly rhythm begins immediately with rapid diagnostic work to establish baseline metrics.

Ready to Transform Product Economics?

If your organization is wrestling with the gap between product activity and business outcomes, and you're ready to embed executive-level financial governance into your product organization, let's explore fit.

Remember: **Limited to 3 concurrent partners.** Strategic depth requires focus.

> "The question isn't whether you can afford this level of governance. The question is whether you can afford to keep making product investments without it."