

XPERIENCE Partnership – Meeting Prep

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First Question to Answer

“When you say partner, what entity am I a partner in?”

Everything below depends on this answer. Existing company? New growth entity? Both?

Base Salary

Floor	Target	Stretch
\$140K	\$160K	\$180K

At \$20M revenue, CTO running all tech = \$150-180K range for SLC. Don't go below \$140K.

Equity

Scenario	Floor	Target	Stretch
Whole company	7%	10%	12%
Growth entity only	15%	20%	25%

Best outcome: Equity in the whole company (Scenario C). Your tech powers everything — storm monitoring, pricing, lead gen, CRM, reviews. It doesn't split between old and new. Your stake should capture all value.

Watch out: Growth-entity-only equity could be a big number in something worth nothing yet. If they go this route, push for higher % and/or a piece of existing revenue too.

Vesting

Standard: **4 years, 1-year cliff.** Protects both sides. Push for 3-year if possible.

Key Questions to Ask

1. What's the expansion plan? (New markets, services, acquisitions?)
2. Is there an operating agreement draft? (If no — flag it. Partnership without paperwork = handshake.)
3. What does a buyout look like if either side wants out in 3-5 years?
4. How are profits distributed? (Salary only, or distributions on top?)
5. Who else has equity? What's the current cap table?

Your Leverage (Don't Say This — Just Know It)

- Built 8 integrated systems they depend on (storm, pricing, lead gen, CRM, reviews, speed-to-lead, site gen, journey mapping)
- AI/automation stack is their competitive moat — degrades without you
- Not replaceable with a normal hire — AI + roofing ops + full-stack doesn't exist in SLC
- Future revenue drivers (3D landscaping, SEO powerstack) only you can build
- The expansion they're planning likely depends on the tech infrastructure you created

Non-Negotiables

- Get everything in writing — operating agreement, not a handshake
- Lawyer reviews before you sign (budget \$2K, worth every penny)
- Clear exit terms defined upfront
- Base salary + equity, not equity-only
- Vesting schedule protects you if things change