



Example - Module 3 - Burn Allocation

Company: Clearframe

Decision: Should we spend \$8K/month on LinkedIn Ads?



Tradeoffs

Scenario	Burn Impact	Runway Impact
No Spend	\$33.5K → No Change	4.5 months
Ad Spend	\$41.5K/mo	3.6 months

Strategic Fit

- Milestone: Build demo pipeline + validate segment
- Goal: Add 15 qualified demos/month
- Time Horizon: 6–8 weeks of testing

Investment Logic

- Target CAC: <\$2.2K
- Success: 3+ new customers/month from ads
- Early Stop Trigger: No pipeline bump in 3 weeks



Proceed with ad test under \$8K/month cap. Track CAC and demo quality weekly.