

THEMEWIRE

# 2026 Execution Plan

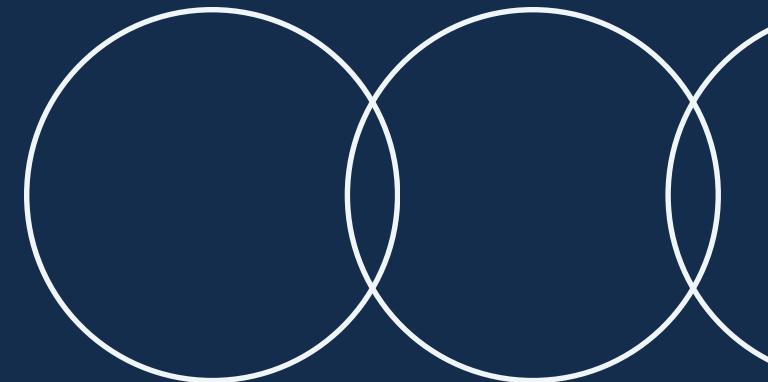
Presented by [Your Name]



# 2026 Objectives Overview

## North Star for ThemeWire

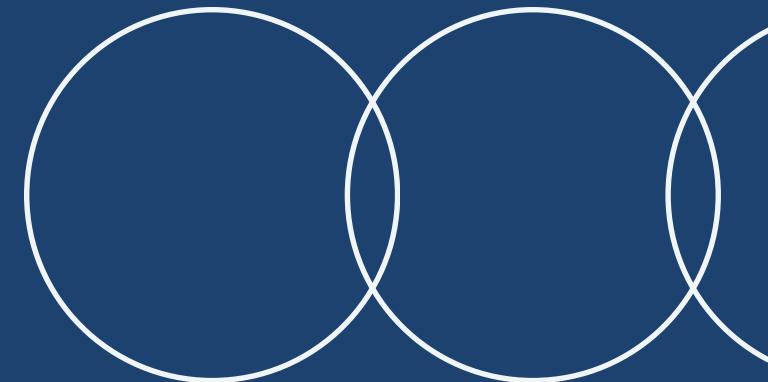
The **primary objective** for ThemeWire is to transition into a scalable digital partner, achieving **\$15k+ in Monthly Recurring Revenue** (MRR) by Q4 2026, facilitating sustainable growth and independence.



# Current Business Overview

## Founder-led Operations and Challenges

ThemeWire operates with a small team: one founder, two designers, and one finance person, facing key challenges including **limited capacity**, founder dependency, and reliance on a few major clients.



# Key Problems

## Founder Bottleneck

The founder is currently the primary delivery resource, limiting the capacity for taking on more projects and clients.

## Inconsistent Client Mix

The current client base consists of a mix of low-margin projects and high-effort engagements, complicating resource allocation and profitability.

## Low Retainers

A limited number of retainers results in unpredictable revenue streams, making financial forecasting and growth planning difficult for the business.

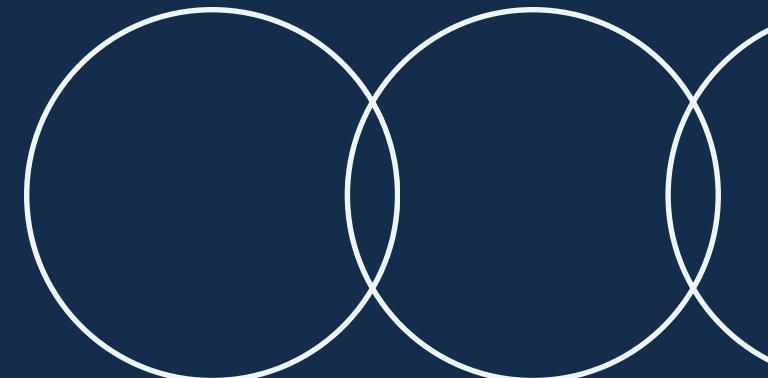
## Unstandardized Operations

Operations lack standardization, increasing the risk of burnout and delivery errors, which ultimately impact client satisfaction and business growth.

# Revenue Maximization Strategy

## Pricing, Retainers, and Clients

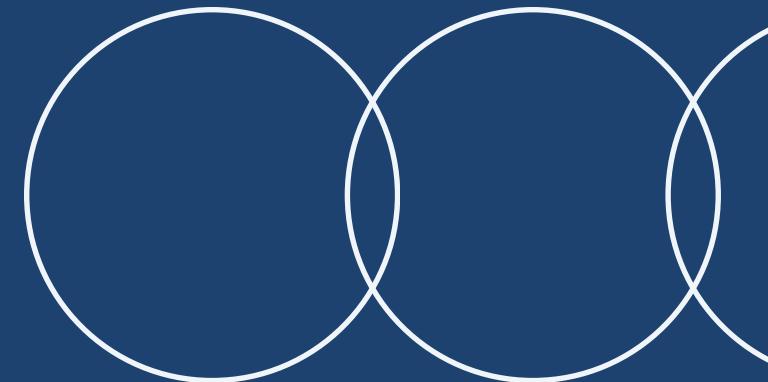
Implementing a structured approach to project pricing and retainer segmentation will enhance client qualification, optimize revenue streams, and support our goals of diversified client engagements and sustainable growth.



# Operational Scaling Strategies

## Streamlining Processes for Efficiency

To achieve sustainable growth, ThemeWire must document **Standard Operating Procedures** (SOPs), delegate non-strategic tasks effectively, and centralize management for improved client communication and operational efficiency.



# Client Targeting Timeline



Q1

Q2

Q3

Q4

Growth



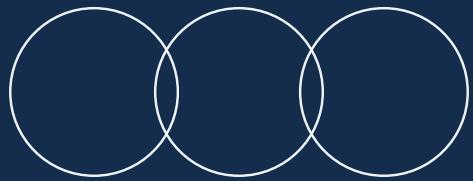
Stabilize retainers with 3-4 clients, including anchor and independents.

Convert high-value referrals and prospects to 2-3 retainers.

Focus on platform clients, securing 1-2 premium retainers.

Optimize by renewing top retainers and balancing client sources.

Analyze results and adjust strategies for ongoing client diversification.



# \$10k-\$12k

Base Case Monthly Revenue

The base case projects a **stable monthly revenue** range of \$10k-\$12k, ensuring profitability and a solid foundation for **ThemeWire's growth strategy** in 2026.

# Operational Costs and Team



01

Current team  
operates efficiently at  
a low cost structure.



02

Future scale plans  
include strategic  
hiring to enhance  
capabilities.



03

Cost growth will align  
strictly with revenue  
increases.



04

Team can manage  
additional clients  
without sacrificing  
service quality.

# Investor Outcomes



## Risk Mitigation Strategies

### Predictable Revenue

ThemeWire's focus on generating **predictable revenue streams** through a diversified client pipeline minimizes financial volatility. This approach limits the risks associated with client concentration while ensuring a consistent cash flow essential for sustainable growth.

### Founder Independence

By implementing Standard Operating Procedures (SOPs) and delegating tasks, ThemeWire reduces reliance on the founder. This transition fosters a **more scalable operation** that enhances operational efficiency and mitigates the risks associated with leadership dependency, promoting long-term stability.

# Ready for the future?

Join us in shaping ThemeWire's scalable journey

