Comprehensive Startup Execution Plan

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1. Executive Summary (2 pages)

1.1 Company & Product Our startup leverages OpenAI's language models to automate file notes and Statements of Advice (SoAs) for financial planners. Our MVP is solid, with pilot traction from eight advisory users and commitments for long-term deployment.

1.2 Market Opportunity The ANZ region has approximately 25,000 financial planners who must generate extensive written documentation for compliance. Automating 80% of that workload represents a multi-million-dollar annual SaaS market.

1.3 Traction & Metrics - Pilots: 8 users, 60% conversion potential - Sales cycle: ~2 weeks, 15/25 demos convert - Burn rate: A$150/month - Pricing: A$99/month, or A$89 with annual commitment

1.4 Funding Ask & Use of Proceeds - Seeking A$350K on a SAFE (A$3M cap) - 40% engineering, 30% sales, 20% marketing, 10% legal/ops

1.5 Key Milestones - 30 paying customers (A$3K MRR) by Month 6 - XPLAN integration in place by Month 4 - A$10K MRR by Month 12

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2. Company Overview & Vision (2 pages)

2.1 Mission & Vision To empower financial planners by eliminating manual documentation, increasing productivity, and ensuring compliance, ultimately improving client outcomes.

2.2 Founding Team - **Lead Founder (you):** Mid-level developer, product architect, responsible for MVP and tech vision. - **Junior Developer (10% equity):** Supports feature development and maintenance. -

Advisor (15% equity, vesting): Marketing, BD introductions. - **Marketing Lead (15% equity, TBD):** To be defined.

2.3 Value Proposition - **Time Savings:** Reduces SoA and file note creation by 80%. - **Compliance Assurance:** Templates aligned with regulatory requirements. - **Seamless Workflow:** Integrations (XPLAN, CRM) for one-click report generation.

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3. Market Analysis & Validation (3 pages)

3.1 Market Size - **Total Addressable Market (ANZ):** 25,000 planners × A$1,200/yr = A$30M annual revenue potential. - **Serviceable Available Market:** Early adopters (10% of TAM) = A$3M. - **Serviceable Obtainable Market:** Year 1 target (3% of TAM) = A$900K.

3.2 Customer Segmentation - **Solo Practitioners (60% of planners):** Need cost-effective automation. - **Boutique Firms (30%):** Value integrations and team dashboards. - **Enterprise Advisory (10%):** Demand custom SLAs and security.

3.3 Competitive Landscape - **Direct Competitors:** 2–3 early-stage AI SoA tools (similar traction, no major wingspan). - **Indirect Competitors:** Manual template libraries (Word, PDF macros). - **Differentiators:** Deep OpenAI integration, rapid customization, lower price.

3.4 Validation & Feedback - **Pilot Testimonials:** Planners report saving 3–4 hours per client. - **LOI Commitments:** Advisory firm verbally committed to 5 users. - **Conversion Benchmark:** 60% demo-to-paid rate.

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4. Product & Technology Roadmap (4 pages)

4.1 Current MVP Capabilities - File note summarization - SoA draft generation (text only) - User interface: web app with prompts and exports

4.2 Next 6-Month Roadmap

Quarter	Feature	Owner	Success Criteria
Q3	XPLAN integration	Contractor	Bi-directional data sync, tested by pilots
Q3	Analytics dashboard	Contractor	Real-time funnel metrics in Mixpanel
Q4	Payment & billing (Stripe)	Junior Dev	Self-serve checkout, annual plan support
Q4	Template builder & customization	You	Users can create & save custom SoA templates
Q1 '26	Email follow-up automation	You	Post-meeting emails auto-generated & sent

4.3 Technology Stack & Architecture - **Frontend:** React, Tailwind - **Backend:** Node.js, Express, Azure Functions - **AI API:** OpenAI GPT-4 (Azure OpenAI) - **Data:** PostgreSQL, Redis cache - **Analytics:** Mixpanel, Plausible fallback

4.4 Scalability & Security - Rate limiting on GPT calls, Azure autoscale, encryption at rest & in transit - SOC 2 Type I in 2026 roadmap

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5. Go-to-Market Strategy (4 pages)

5.1 GTM Overview A combined outbound and inbound engine targeting ANZ planners, leveraging partnerships and content marketing.

5.2 Outbound Sales Model | Activity | Frequency | Owner | Metrics | |-----------------------|-----------|------------|-------------------------| | Cold email cadence | 20/week | SDR | Open rate ≥ 25%, reply ≥ 5% | | LinkedIn outreach | 15/week | SDR | Connection rate ≥ 20% | | Webinars (demo + Q&A) | 2/mo | You & Advisor | Attendees ≥ 30/mo, demos ≥ 15/mo |

5.3 Inbound Marketing - **Content Marketing:** 1 blog + 1 case study per month; SEO keywords: "financial planner automation." - **Webinars & Workshops:** Partner with FPA (Financial Planning Association) for co-hosted events. - **Paid Ads:** LinkedIn Sponsored Content targeting job titles "Financial Planner, Senior Advisor."

5.4 Partnership & Channels - **XPLAN Referral Program:** Negotiate co-promo to their 15K users. - **Accounting Software Firms:** Zapier-style connectors for cross-sell. - **Industry Associations:** FPA, CPA Australia sponsorships.

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6. Sales Execution Plan (4 pages)

6.1 SDR Hiring & Onboarding - **Role:** Part-time SDR (equivalent 0.5 FTE) - **Comp:** A$60K p.a. pro-rated + commission - **Training:** 2 weeks on product, 1 week on outreach tools

6.2 Sales Funnel & CRM - **CRM:** HubSpot Free → scale to paid at 200 leads - **Funnel Stages:** Lead → MQL → Demo → Trial → Negotiation → Closed Won

6.3 KPI Dashboard - **Lead generation:** 100 leads/mo - **Demo rate:** 30 demos/mo - **Conversion:** 60% demo→paid - **Sales cycle:** 2 weeks avg

6.4 Pricing & Packaging - **Tier 1:** 1–3 planners A$99/mo (A$89 annual) - **Tier 2:** 4–10 planners A$249/mo - **Tier 3:** 11+ custom pricing + SLA add-on

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7. Marketing & Partnerships (4 pages)

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7. Marketing & Partnerships (cont'd) (pp. 20–23)

7.1 Content Marketing
- **Actions:** Publish one long-form blog post (2,000+ words) per month focused on automating SoAs; produce two planner case studies by end of Month 3; maintain a quarterly editorial calendar.
- **Owner:** Marketing Lead / Advisor
- **Success Criteria:** 1,000 organic visits per month by Month 4; 50 MQLs generated from content by Month 6.

7.2 Paid Acquisition
- **Actions:** Launch LinkedIn Sponsored Content targeting ANZ financial planners; allocate A$2,000 per

month budget; A/B test ad copy and creatives.
- **Owner:** Marketing Lead / SDR
- **Success Criteria:** CTR ≥ 0.5%; cost per lead ≤ A$50; 200 marketing-qualified leads (MQLs) per month by Month 6.

7.3 Partnerships & Channels
- **Actions:** Secure a referral agreement with XPLAN by Month 4 (co-branded outreach); co-host quarterly webinars with key advisory firms; develop a Zapier integration hub to tap into complementary software ecosystems.
- **Owner:** Advisor / You
- **Success Criteria:** At least 3 partnership deals signed by Month 6; partnerships contribute ≥20% of demos booked.

7.4 KPI Tracking & Timeline
- **Metrics:** Content traffic, paid campaign CPL, partnership-sourced demos, webinar attendance and conversions.
- **Timeline:** Editorial calendar finalized by Week 8; LinkedIn ads live by Week 10; partnership MOUs executed by end of Quarter 2.

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8. Engineering & Operations (pp. 24–26)

8.1 Engineering Hiring & Structure
- **Roles to Hire:** 1) Senior Engineer contractor (specializing in XPLAN integration & analytics plumbing); 2) Future DevOps Engineer (post-Series A).
- **Timeline:** Contractor onboard by Week 6; DevOps resource by Month 5.
- **Success Criteria:** All core integrations delivered on schedule; <1 hour of unplanned downtime per month.

8.2 DevOps & Infrastructure
- **Actions:** Migrate infrastructure to Infrastructure-as-Code (Terraform or Azure Bicep); implement CI/CD pipelines for automated testing and deployment; establish distinct staging and production environments.
- **Owner:** Senior Engineer
- **Success Criteria:** Fully automated build-and-deploy; rollback success <10 minutes.

8.3 Security & Compliance
- **Actions:** Engage a third-party security audit by Month 5; implement application logging (Azure Monitor) and alerting; draft a 2026 roadmap for SOC 2 Type I certification.
- **Owner:** Senior Engineer / You
- **Success Criteria:** Security audit with zero critical findings; documented and approved security policies.

8.4 Operations Dashboard
- **Actions:** Develop an internal dashboard that tracks system uptime, API usage (OpenAI calls), cost per call, and infrastructure spend.
- **Owner:** Junior Developer
- **Success Criteria:** Dashboard live by Month 4; automated alerts for anomalous usage or cost spikes.

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9. People, Roles & Equity (pp. 27–29)

9.1 Organizational Chart & Hiring Roadmap
- **Current Structure:** Founder (you) → Junior Developer → Advisor (part-time)
- **Near-Term Hires:** Senior Engineer (Month 2–3), SDR (Month 4–5)
- **Mid-Term Hires:** Marketing Lead (Month 6–7), DevOps Engineer (post-Series A).

9.2 Equity & Option Pool
- **Existing Cap Table:** Founder ~60%; Junior Developer 10%; Advisor 15% (vesting); Option Pool 10%.
- **Post-Raise Allocation:** Increase Option Pool to 15% to cover new hires (SDR, Marketing Lead, DevOps).
- **Success Criteria:** Option Pool sufficient to grant 0.5–1% to each key hire without exceeding 15% total.

9.3 Vesting & Cliffs
- **Founders & Employees:** 4-year vesting with 1-year cliff.
- **Advisor:** 3-month milestone-based vesting (5%/5%/5% as defined in Section 2).
- **New Hires:** 4-year vesting, 1-year cliff, standard acceleration on change-of-control.

9.4 Performance Reviews & Growth Plans
- **Cadence:** Monthly one-on-ones; quarterly OKR reviews.
- **Tools:** Use Lattice or Google Sheets to track goals, performance, and feedback.

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10. Legal, IP & Compliance (p. 30)

10.1 IP Assignment & Governance
- **Actions:** Collect signed IP-assignment agreements from all founders, contractors, and future hires.
- **Success Criteria:** 100% of code and deliverables are assigned to the company.

10.2 Regulatory Compliance
- **Actions:** Review Australian Securities & Investments Commission (ASIC) requirements for financial advice documentation; implement audit logging of AI-generated advice to meet compliance standards.
- **Success Criteria:** Compliance checklist complete; internal audit passes.

10.3 Data Privacy & Security Policies
- **Actions:** Publish a privacy policy aligned with the Australian Privacy Principles; implement data retention/deletion workflows; conduct quarterly data-privacy reviews.
- **Success Criteria:** Privacy policy live; no data breaches or incidents.

10.4 Contract Templates
- **Templates to Draft:**
- LOI for pilot customers
- Master SaaS Service Agreement (T&Cs, SLAs)
- NDA for partners and vendors

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11. Financial Projections & Funding Strategy (pp. 31–33)

11.1 12-Month Financial Model
- **Revenue Forecast:** 30 customers by Month 6 (A$2,970 MRR), 100 customers by Month 12 (A$9,900 MRR) – ARR A$118,800.

- **Expenses:** Salaries (Founder + Junior Dev + hires) A$200K annualized; cloud & API A$1K/month; marketing A$3K/month post-raise.

Month	Customers	MRR (A$)	Burn Rate (A$)	Runway (Months)
1	5	495	15,000	24
6	30	2,970	20,000	15
12	100	9,900	25,000	10

11.2 Funding Plan & Milestones
- **Pre-Seed Raise:** A$350K on SAFE, A$3M cap, close by end of Month 3.
- **Use of Funds:** Engineering (40%), Sales & BD (30%), Marketing (20%), Legal/Ops (10%).
- **Next Milestone:** Target A$50K MRR to prepare for Series A raise.

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12. Appendix (pp. 34–36)

12.1 LOI Template
(One-page Letter of Intent with scope, term, pricing, signature fields.)

12.2 Advisor Contract Outline
(Scope of work, milestone triggers, vesting schedule, confidentiality and termination clauses.)

12.3 Cap Table Model
(Reference spreadsheet model showing share counts, option pool, SAFE impact.)