Seeding Clarity

You raised on a story. Before you spend the money, find out which parts are concrete, which still need testing, and when it's time to look again.

Who this is for

Until now, the decisions lived in the founders' heads. Your first hires need to know which are made, which are open, and which are theirs. You'll recognise this if:

- The round has just closed, or is about to.
- A first senior hire or your first board pack is coming up.
- The plan still mostly lives in your head, or between the founders.
- Customers or investors have been promised things the team will have to deliver.

How it works

- **Fit call** – free, no commitment.
- **Individual conversations** – each founder, early team members and, where useful, your investor, alongside your deck, investor updates and customer commitments.
- **A short pause & playback** – for proper synthesis, so the working session starts from the gaps, not a blank page.
- **Working session** – decide what can be decided, name what still needs testing, agree when to look again.
- **Four-week check-in** – has anything changed because of it?

What you leave with

- **Decisions made in the room** – each with an owner, a date and the reasoning behind it. Not recommendations to consider later.
- **What still needs testing** – the assumptions your plan rests on, what would settle each one, who owns it and by when.
- **When to look again** – the signals that should reopen a decision: a number, a renewal, a hire, a board date.
- **What your first hires can decide** – without bringing it back to you.

All of it captured as a foundation designed to be built on, not overwritten, so when something changes, you can still see why.

Cost

- **£5,000** – conversations, review, working session, the written foundation and the four-week check-in.
- **Fixed fee, no scope creep.** Anything bigger is flagged with a recommendation: what it needs, and who should take it on.

If this is where you are, let's talk. The first conversation is free, no obligation.

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