

\$500K to \$1M

You've got a team, not a machine

You've hired, but output didn't scale with headcount. The channels that once worked are flattening, margins are thin, and every new dollar costs more than the last. It feels like pushing a heavier rock up a steeper hill.

What's in this stage's playbook

- A positioning audit to find the sharper, narrower wedge that reopens growth
- How to find and build one compounding channel instead of five flat ones
- The unit-economics model to widen margin before you add another dollar of spend
- The operator disciplines that take a team from busy to actually scaling

You need compounding channels, sharper positioning, and unit economics that widen.