

CONTEXT

We help B2B startups get their first real conversations.

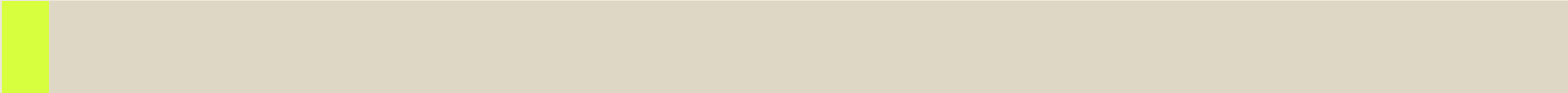


Talk to your market more.

The 3% who are ready now, and the 97% who aren't yet.

Your market is large. Most of it isn't buying today.

YOUR MARKET, AT ANY MOMENT



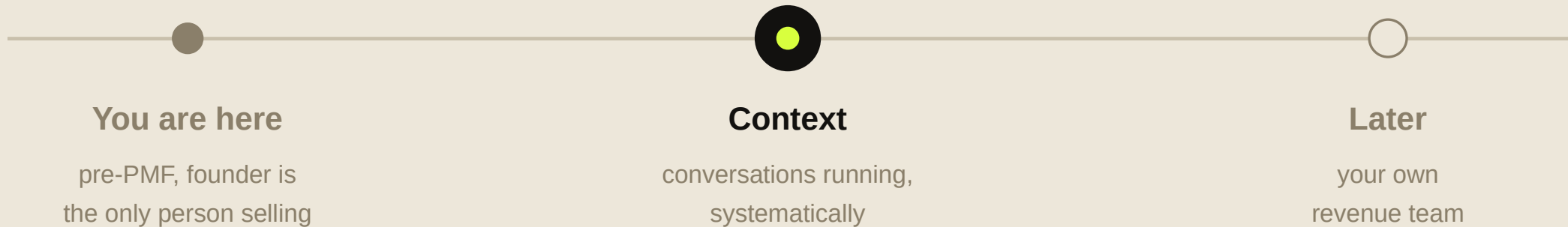
3%

ready to buy now
outreach reaches them

97%

not in market yet
presence reaches them

Start the conversations now. Build the team later.



Reach the 3%. Build the 97%.

Intent

DIRECT IMPACT • WEEKS

Find and reach the 3% of your market ready to buy right now.
Outreach isn't what it used to be.

→ conversations that convert now

Presence

SLOW BURN • MONTHS

Turn the other 97% into a following you build until they're ready.

→ conversations that convert later

The 97% you build today become tomorrow's 3%.

From intent to a booked meeting.

THE SIGNAL · AN AI SCREENING TOOL, AS AN EXAMPLE

**Northwind Technologies**
Hiring · Remote-first · 2d ago

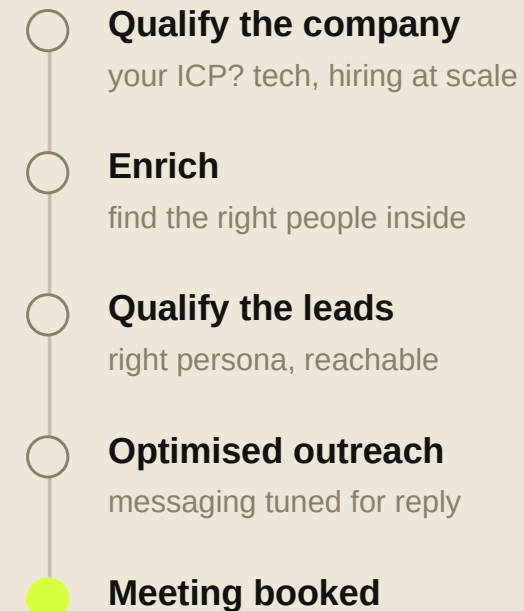
- Senior Backend Engineer
- Platform & DevOps Engineer (Remote)
- ML Engineer

+ 15 more open tech roles

HIRING AT SCALE

Hiring tech at scale = interviewing at scale = they need you.

WHAT WE DO WITH IT



Turn the 97% into a following.

A POST THAT LANDS

**Founder, Capifig**
Interview integrity · posts weekly

Your coding interview isn't testing what you think. Half your candidates have an AI feeding them answers, and a screen-share won't show it.

128 · 34 comments · 12 reposts

**Head of Talent · fintech**
"Exactly what we're seeing in final rounds."

**Engineering hiring manager**
"Finally someone said it."

THE LOOP

-  **Find**
competitors' audiences, prospects
-  **Engage**
react and comment daily
-  **Daily digest**
who to engage, each morning
-  **Content**
regular posts in the founder's voice
-  **Track**
person-level signals to outbound

The rest of the toolkit.

● Event support

Book meetings wherever you fly, and make your event spend pay for itself.

● Co-marketing

Piggyback on partners' audiences and borrowed visibility.

● Long-form content

Founder POV turned into articles that rank and get cited.

● Industry presence

Show up where your buyers already are: panels, podcasts, communities.

We've run this in different markets.

ROUNDONE AI · CANDIDATE SCREENING FOR TALENT ACQUISITION



On average, across the engagement. Founder account, built from zero.

The first nine months.

meetings (intent) presence



MONTHS 1-3

Set up

Presence live, lists built, first replies land.



MONTHS 3-6

Scale

Meetings scale; long-form and partnerships begin.



MONTHS 6-9

Compound

More toolkit; both motions fully kick in.

Three ways to do this.

TODAY

Conversations depend on the founder having time.

No system. Nothing compounds.

Your time is the hidden cost.

ANOTHER AGENCY

Junior SDRs, generic templates.

Volume over relevance, so low replies.

Big retainers, long lock-ins.

CONTEXT

Founder-led and signal-triggered. Senior, tuned, real replies.

Both motions, compounding.

A fraction of one hire. Three months, then monthly.

What this costs.



Starts at \$1,000 / month

Intent-led outreach and booked meetings.

Presence, long-form, partnerships and event support are scoped and quoted per startup, against what you actually need this quarter.

For scale, one in-house BD hire runs \$6,000 to \$10,000 a month loaded, before tools.

- Three-month initial term, then monthly.
- Tools aren't included, and are billed separately.
- Everything we create, lists included, is fully yours.

What's next?

1



Proposal

tailored, you approve the plan

2



Setup + first month

cleared before we start

3



Onboarding

we set everything up

4



Go live

outreach and content start

Proposal is not billed.