

OPERATIONAL FRAMEWORK

Q4 Strategic Roadmap & Execution Chart

Ref: STRAT-2024-01
Confidential Document

CORE VALUE PROP

PRIMARY OBJECTIVE

Automated supply chain reconciliation for mid-market logistics.

KEY FEATURES

API Gateway, Ledger Sync, Real-time Dashboard.

TECH STACK

Node.js, PostgreSQL, AWS Lambda.

GTM STRATEGY

TARGET AUDIENCE

Operations Managers at 3PL Providers (\$10M-\$50M ARR).

ACQUISITION CHANNELS

LinkedIn Outreach, Cold Email, Industry Trade Shows.

PRICING MODEL

\$500/month base + \$0.50 per reconciled invoice.

INFRASTRUCTURE

HIRING PLAN

1x Sr. Backend Engineer, 1x SDR (Sales Dev Rep).

INTERNAL TOOLS

Slack, Linear, Notion, HubSpot CRM.

COMPLIANCE

SOC2 Type I Audit (In Progress).

MONTHLY BURN **\$18,500**

LTV:CAC RATIO **3.4x**

RUNWAY **14 Months**

TARGET MRR **\$45,000**

Startup Operational Framework © 2024. All rights reserved. Generated for internal alignment purposes only.