

## First thing

# One clear priority and optional 1 day/week backup — in 2 days

For CTOs and Heads of Engineering in B2B scale-ups (40–120 people). Fixed price. No full-time hire. No open-ended consultancy. Try 1 day (450 EUR) before a retainer.

Fixed price · Report in 5 days · Single-day trial (450) · 3-month min then 30 days' notice

### The problem

- **Product and OKRs:** You own or co-own roadmap and OKRs; it's messy and you're not a "prod..."
- **Delivery:** You know delivery is chaotic; fixing it while building is hard. Relea...
- **AI:** Under pressure to "do something with AI"; no bandwidth to evaluate us...
- **Single point of failure:** You're the single point of failure for product, eng, and OKRs. You'd ...

### The offer — Snapshot

Snapshot: 2-day assessment, report in 5 days with one "do this first" and 3–5 priorities. Or try 1 day at 450 EUR; if you sign a 3-month retainer within 14 days, the 450 is deduct...

<b>Where you are today</b>	OKRs, delivery, and AI readiness — based on your context.
<b>3–5 prioritised initiatives</b>	Impact vs effort. What to do, in order.
<b>One "do this first"</b>	The single highest-leverage next step.
<b>Recommended next step</b>	e.g. 90-day program for one win, or retainer for ongoing guidance — or stop after the report.

### How it works

- 1 You share context — 1–2 calls and any materials (strategy, OKRs, roadmap, ...)
- 2 I do the assessment — ~12–16 hours over 2 days. No generic deck; built fro...
- 3 You get the report — Within 5 working days. One "do this first" and 3–5 pr...
- 4 You choose — Use it with the team and CEO; get buy-in for a 90-day program...

### Pricing

<b>Snapshot: AI + OKR &amp; delivery</b>	1,500 (foundation) or 2,000 (standard) — One-off. You can often approve this your...
<b>Snapshot: AI &amp; process only</b>	1,500 (foundation) or 2,000 (standard) — Same. Focus on process and AI only.
<b>Single-day trial</b>	450 (one-off) — Try before retainer. Deducted from first...
<b>90-day program: one priority</b>	8,000 (foundation) or 10,000 (standard) — 90 days. One concrete win. Day-45 review...

Foundation = first 10 Snapshot clients (testimonial in exchange). You sign; you get the report.

### Risk reversal

- Satisfaction safeguard (Snapshot): If the report doesn't give you at least 3 actionable priorities and one clear "do th..."
- Try before you commit: Single-day trial at 450 EUR. If you sign a 3-month retainer within 14 days, the 450 is deducted ...

[Book a call — 15–20 min. Align on your situation and whether Snapshot fits.](#)

<https://calendly.com/exceed-sk/15-minutes>  
No pitch · No obligation