

THE COST OF

BEING FOUNDER-LED

Every month you're still closing deals yourself, writing outbound, and carrying pipeline in your head — the business is bleeding. This makes that cost visible. And undeniable.

THE NUMBER THAT MATTERS

EVERY MONTH YOU STAY FOUNDER-LED COSTS YOU

\$47,000

\$18,000

Founder hours on deals you shouldn't close

At \$300/hr opportunity cost — time that should be building the machine, not running it.

\$12,500

Pipeline that stalls without you

No system exists that runs when the founder isn't the one pushing it forward.

\$16,500

The slow burn of a mis-hire

\$150K wasted on an underperforming rep, spread over the 9 months it takes to admit it ÷ 9.

FOUR WAYS IT SHOWS UP

The symptoms are already showing.

SYMPTOM 01 · THE EMAIL TRAP



You closed your last 5 deals personally.

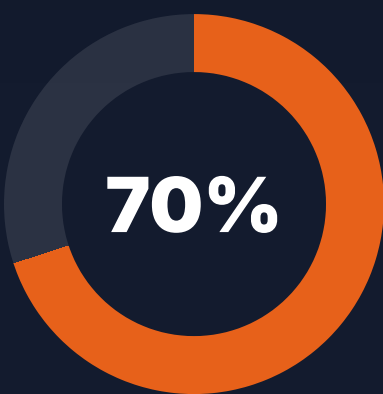
Every single one. No system, no team — just you, buried in the inbox, again.

5 of 5



SYMPTOM 02 · NO PLAYBOOK

70% of founders at this stage can't quote their CAC.



SYMPTOM 03 · THE VACATION TEST

Pipeline flatlines the moment the founder goes offline.



SYMPTOM 04 · THE MIS-HIRE CLOCK

\$150K+

average cost of a mis-hired first sales rep.

9 months before founders admit it.



The ceiling isn't a talent problem. It's structural.

Find out where yours is.

Run the Free GTM Audit →