

📍 PRODUCT & TECHNICAL ADVISORY

Your Product & Tech Advisor

Ongoing, senior product and technical guidance — fractional CTO support without a full-time hire.



Work is moving, but some decisions feel unclear and you would value experienced input without adding a full-time senior leader. We stay close enough to help you make good calls as the work moves forward.

A steady, month-to-month arrangement. You bring the decisions and questions as they come up; we bring senior product and technical judgment to them.

THIS MAY BE A FIT IF

- ✓ You have a small team and want experienced guidance without a full-time senior hire.
- ✓ You are moving quickly but want a steadier perspective on what matters most.
- ✓ There are more requests and ideas than the team can sensibly deliver, and priorities need work.
- ✓ You want a steady sounding board for roadmap, scope, and the judgment calls that come with delivery.

HOW THIS WORKS

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| CLARIFY | We clarify priorities and trade-offs, and help shape scope and direction. |
| ADVISE | We advise on the product and technical decisions as they arise, and pressure-test the assumptions behind them. |
| STAY CLOSE | We stay close to how the work is actually going, so guidance is grounded rather than abstract. |

WHAT YOU LEAVE WITH

- ✓ Better decisions, made earlier
- ✓ Confident calls at each step
- ✓ A clearer direction, kept current as things change

ACTIVE PERIOD	Month to month
YOUR INVOLVEMENT	A regular session, and us on call between them
INVESTMENT	From \$4,995 CAD per month, plus GST — scales with the level of involvement you want

Month to month. The level of involvement is set with you and adjusted together as needs change.

WHAT THIS DOES NOT INCLUDE

Advisory is guidance, not delivery. If hands-on build work makes sense, we would scope that separately — often as a Selective Partner Build.

A TYPICAL EXAMPLE

A product team has momentum but more ideas than it can deliver. Regular sessions keep priorities honest, decisions grounded, and churn down — without slowing the team that is doing the building.

WHAT HAPPENS NEXT

The arrangement is month to month. You can change the level of involvement, or stop with reasonable notice, whenever it makes sense for you.

Let's talk through where you are and what guidance would help.

You do not need a technical brief. A plain description of what happens today, and what you would like to make easier, is enough to begin.

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