

I map the opportunity. You build the business.

Fractional go-to-market and business development support for founder-led companies still proving their path to market.

Built in automotive and industrial markets: \$72M+ in projected program sales, including a \$50M, 3-year new-customer agreement, and multi-year contract negotiations. Today I apply that market-sizing, negotiation, and partnership-building discipline to fractional go-to-market and business development work for technology companies: SaaS, custom software, and data analytics services.

WHAT I BUILD

Market & Opportunity Sizing

- Market sizing and segmentation using primary and secondary data
- Competitive and partner-landscape diligence
- Opportunity mapping across adjacent verticals

Go-to-Market Strategy

- Structured vertical and segment prioritization
- Business plan development and execution support
- Cross-industry opportunity mapping

Partnerships & Channel Development

- Partner and channel-capacity diligence
- Relationship development with commercial partners
- Partnership structuring support

Commercial Negotiation

- OEM-style sales and commercial negotiations
- Multi-year, margin-sensitive pricing structures
- Cross-functional execution from proposal to launch

AS THE BUSINESS SCALES

Once the go-to-market is proven and the business starts to scale, I also bring the operating cadence, accountability systems, and team structure that keep growth from outrunning the organization behind it.

WHO THIS IS FOR

Founder-led companies

Go-to-market still taking shape

Early-stage or pre-scale

Tech: SaaS, custom software, data analytics

Let's see if this fits. Book a call: calendly.com/carlos-successcascade/30min