



From Funded to Functioning

Fixing the Execution Gap

Early-Stage Success Isn't
Determined by Who Gets Funded.
It's Determined by Who Gets to
Market Fast Enough to Matter.



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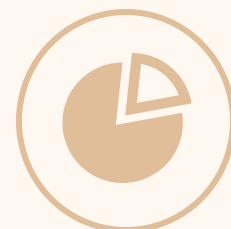
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Too many early-stage startups die in the preparation phases—over-polished decks, endless refinements, chasing hype, and zero exposure to the market. Capital isn't just stalled. It's burned and wasted without alignment to market realities and spent without respect for what it's supposed to unlock. **PROGRESS!**



That's the gap TRGT closes.

We partner with venture firms, family offices, and angel syndicates to ensure their companies don't just build—they ship, test, learn, and grow. The goal isn't perfection—it's focused advancement.



Funding should spark momentum, not delay it. TRGT equips startups with the operational discipline, market clarity, and execution excellence they need to move quickly, without breaking.



Early-stage success isn't determined by who gets funded. It's determined by who gets to market fast enough to matter.

Key Insights

Over 70% of early-stage startups fail not from lack of funding, but from failure to execute. Capital alone doesn't build companies. Execution does.

Founders spend an average of 60% of their time on product development. Market entry isn't delayed by lack of readiness. It's delayed by fear.

Investor confidence drops by greater than 40% when teams can't articulate a go-to-market plan. A great pitch doesn't equal a realistic plan.



Equity Fuels Potential. Now Build for the Market!

Every investment carries potential. But the real returns come when that potential is converted into early, measurable, and market-driven traction. Whether your focus is angel, pre-seed, or seed, your greatest advantage isn't just spotting great founders. It's helping them move.

At the **Angel Stage**, your capital sets ideas in motion. When founders get into the market early, test, and engage buyers, momentum follows—and noise fades.

At **Pre-Seed**, your involvement shapes clarity. This is where assumptions are tested, systems are built, and confidence grows—not just in the founders, but in what they've built to withstand real-world conditions.

At the **Seed Stage**, your companies don't just need speed—they need structure. When early wins evolve into scalable execution, the risk of stall-outs fades and the path to growth sharpens.

Across all stages, the advantage is faster learning, stronger execution, and founders equipped to lead. That's the power of building for the market from day one.

That's what turns your good bets into great outcomes!

No Matter the Stage - TRGT Turns Ambition into Market Reality.



For Your Portfolio Companies

Startups Don't Fail Because They Lack Ambition—They Fail Because of Friction Between Themselves and the Market. TRGT Helps Your Companies Move Faster With Less Guesswork.

- Turn Assumptions Into Proof by Testing With Actual Buyers, Not Hope.
- Build Operating Systems Around Execution, Not Comfort or Theory.
- Equip Founders to Lead—Not Just Build—With Repeatable Practices They Desperately Need.

For Your Firm and Investors

Confidence Doesn't Come From Charisma—It Comes From Evidence. We Give You Visibility Into Whether Founders Can Execute Beyond the Raise.

- Increase Investor Confidence by Demonstrating Real Traction, Not Theoretical Readiness.
- Position Teams as Action-Focused and Coachable—Without Sanding Off Their Uniqueness.
- Reduce False Positives by Anchoring Diligence in Reality, Not Storytelling.



**Whether You Invest Directly or
Support Ventures on Their Journey
TRGT Enhances Your Value**

Market Validation & Alignment

Most Early-Stage Teams Guess Their Way Through Positioning; Worse, They Assume Solution Validity Without Testing Whether the Problem Matters. We Replace That Guesswork With Structured, In-Market Evidence.

- We Test the Actual Demand, Not the Pitch, With Genuine Buyers to Identify Real Friction and Gather Honest Feedback.
- We Identify and Segment Customers Based on How They Behave, Not Just Who They Are.
- We Surface Willingness-to-Pay by Putting Pricing in Front of the Market Early.
- We Map the Customer Journey by Moving Through It, Not Assuming It.
- We Refine Messaging Based on What Customers Act On, Not What Sounds Good.

Commercialization Preparedness

An Idea Without a Revenue Path Isn't Potential—It's a Liability. We Help Teams Move From Theory to Traction With Grounded, Go-to-Market Execution.

- We Build GTM Plans That Align With How Buyers Discover, Decide, and Adopt.
- We Define Diverse Channels Based on What Fits the Product and Customer.
- We Identify Procurement Pathways Early So Pricing, Approvals, and Decision-Making Aren't Surprises Later.
- We Pressure-Test Pricing in Front of Real Customers, Not Just Internal Debates.
- We Flag Regulatory Constraints Before They Become Bottlenecks to Growth.

Pilot Design for Proof and Scale

Most Startups Treat Pilots as Giveaways—Free Trials With No Structure, Stakes, or Learning. We Turn Pilots Into Strategic Tools That Drive Clarity, Traction, and Confidence.

- We Co-Design Pilots That Show Real Value, Not Just Showcase Features.
- We Define Success Criteria That Customers Can Measure and Act On.
- We Align With Future State Wants, Not Just Current State Problems.
- We Build Feedback Loops So Pilots Lead to Decisions, Not Ambiguity.
- We Turn Successful Pilots Into Leverage for Investor Conversations and Partnerships.

Sales Enablement for Founding Stakeholders

Most Founding Teams Don't Think Like Sellers. They Think Like Researchers, Planners, and Advisors. That's Why Great Products Stall. No One's Equipped to Move Opportunities Forward.

- We Create Playbooks That Are Simple to Use and Strong Enough to Scale.
- We Coach Teams on Converting Interest Into Traction, Addressing Objections, Overcoming Institutional Inertia, and Navigating Decision Dynamics.
- We Teach Teams to Separate Opportunity From Optics, So They Don't Waste Time Chasing What Won't Convert.
- We Develop Customer-Facing Narratives That Build Trust and Deliver Quality, Without Gimmicks or Hype.

Founder Development & Alignment

Startups Don't Stall Because of Bad Products—They Stall When Founders Become Bottlenecks.

- We Help Founders Grow Into Leaders Who Scale Systems, Not Just Ideas.
- We Instill Systems Thinking So Founders Lead Across Functions, Not Micromanage.
- We Implement Accountability Structures That Turn Vision Into Progress.
- We Train Founders to Delegate With Intention So That Growth Isn't Limited to What They Control.
- We Develop Leadership Habits That Elevate the Founder's Voice From Operator to Inspirer, and From Task-Driven to Strategy-Led.

Let's Strengthen the Path from Vision to Market

TRGT Is Not a One-Size-Fits-All Program. We Are Strategic Operators Who've Lived This Path. Our Approach Is Direct, Hands-On, and Focused on Outcomes.

If Your Mission Is to Back Real Founders Building Real Businesses, We'd Welcome the Opportunity to Help Sharpen the Edge That Sets Your Firm—And Your Companies—Apart.

