

## Sometimes a startup just needs to move on.

I run the closing chapter — so founders exit with dignity, GPs reclaim focus, and LPs see liquidity. Three-week assessment, execution under nine months.

### CALL ME WHEN A STARTUP HAS

- 01 **Gone zombie.** Technically alive, structurally done.
  - 02 **Lost the cap-table.** Last round won't be topped up. Everyone knows.
  - 03 **Stalled at the board.** "The talk" has happened twice. Nothing changed.
  - 04 **Worn out its founder.** Running on fumes, pride, or both.
  - 05 **Aged past 18 months.** Since last raise, with no term sheet in sight.
  - 06 **Hit a decision point.** The position should be closed, not managed.
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### ENGAGEMENT TERMS

- **Weeks 1-3 — assessment.** I take the operator seat inside the startup — commercial, technical, cap-table review — and produce an LP-ready decision memo recommending one of four paths:

#### PATH 01

##### Secondary

Brand or contracts hold residual value. Buyer universe in 30 days.

#### PATH 02

##### Acquire

Team is the asset. Product standalone value near zero.

#### PATH 03

##### Asset sale

IP, data, or contracts worth selling independent of the shell.

#### PATH 04

##### Wind-down

No buyer. Maximize cash to LPs; minimize surviving obligations.

- **Under 9 months — execution.** I run the recommended path as interim CEO, not advisor. Weekly LP-ready updates. Hard close date.
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### HOW I CHARGE

**Commercial.** I charge a fixed fee for the three-week assessment, then a retainer plus success fee on realized proceeds for execution.

**Guardrails.** I work under NDA from Day 0. Founder-facing, board-reporting. I never compete for the next check.

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### WHY I CAN RUN THIS

I made the call on my own startup. I know the toll it takes on a founder, the cost to the team, and how to do it cleanly anyway.

- **Waffle.** Founder. Wound it down cleanly — no surviving obligations.
  - **Velkan.** Founder & CTO. 80+ transformations delivered across 9 industries.
  - **Valepath.** Founder & Principal. Tech DD for PE — I know what kills a deal in diligence.
  - **Abraxas.** Co-Founder. 6 portfolio companies, \$150M in value.  
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