

Pushing Capital — Go-to-Market & Pricing

v1.0 · 2026-05-25 · How PC acquires and monetizes once the seed removes the capacity cap. Ties directly to the financial model (GTM spend \leq 28% of new revenue; public launch M6 base case).

Today (capacity-capped, organic)

- **Acquisition:** founder network, referrals, legacy client base. **CAC \approx \$0.**
- **Constraint:** not demand or CAC — **delivery capacity** (two founders). Demand already exceeds what two people can deliver; that's why revenue is lumpy.

The motion (post-seed)

A **land-and-cross-sell** motion built on the unified record:

1. **Land** via whichever family the customer needs first (all open at launch).
2. **Capture once** — the customer's data enters the golden record (the digital identity ledger).
3. **Deliver the outcome** — agentic workforce + subcontractors do the job end-to-end.
4. **Cross-sell adjacent families** — the unique channel: an existing customer's record makes the *next* family a one-click add (auto buyer → financing → business formation → books).

Channels (in priority order)

1. **Cross-sell within the record** — highest-margin, zero-CAC, PC-only. The flywheel.
2. **Content / SEO / owned media** — these families are high-search-intent (formation, credit, title, bookkeeping). Compounding, low-CAC.
3. **Partnerships / counterparty integrations** — lenders, dealers, registered agents, CPAs who feed deals into the platform.
4. **Paid acquisition** — turned on within the model's guardrail (\leq 28% of new revenue), measured by cohort.

Pricing & packaging (hybrid)

LAYER	MODEL	MARGIN	EXAMPLE
Workspace	Subscription / seats	~90%	platform access, record, dashboards

LAYER	MODEL	MARGIN	EXAMPLE
Work	Per-outcome / success-based	~70%	a completed filing, a funded loan, a month of books
Bundles	Workspace + work, multi-family	blended	"form + finance + books" packages

- Pricing validated against the *value of the outcome* (a funded loan, an approved registration), not cost-plus.
- Cross-family bundles raise revenue-per-customer — the core of the unit-economics advantage.

Launch strategy — platform-led (all families at once)

PC leads with the **whole platform**, not a family-by-family rollout. The three families are facets of one story, unified by the **golden record (the digital identity ledger) + agentic automation/execution**. Customers enter through whichever family they need first and land on **one record**; the platform — not any single vertical — is the product.

- **M0–M6**: harden the platform across all families, instrument the funnel, stand up content + first partnerships.
- **M6 public launch**: open the platform; paid acquisition on within guardrail.
- **M6–M12**: cross-family flywheel live (one record, many services); ramp to **\$2M ARR run-rate** (M12 milestone).
- **M12–M18**: scale the channels that prove out; Series-A-ready.

KPIs to watch

New customers, CAC by channel, cross-sell rate (families per customer), revenue per customer, gross margin by family, GTM spend % of new revenue, funnel conversion.

Channel mix + first-launch family to be confirmed with David; the model's economics hold across reasonable mixes.