

JOHN GAUCH

GROWTH-FOCUSED FRACTIONAL COO

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I work with startup CEOs and founding teams during one of the most critical times in the life of their companies. This is when leaders are juggling two simultaneous challenges:

1. The **steepening responsibilities** of a bigger company (from supporting customers, to guiding the organization, to handling inevitable financial, HR and legal issues, etc.).
2. An **urgent need** to either solidify the business model and figure out how to grow, or keep up with growth and figure out how to scale.

In each case I jump in where needed and work hands-on on growth and operations. I'll collaborate on customer and product and support fundraising, while taking on all or part of recruiting and people ops, finance and legal management.

Approach

Serving post-Seed to post-Series A startups and similarly-situated bootstrapped businesses, I take a **structured and flexible approach to COO'ing** based on insights gained from successfully working with dozens of startups and startup projects.

Services

I work hands-on with teams for one or more days per week for six months and longer at a simple daily rate approximating **the cost of a regular full-time employee** plus equity we agree on. I support businesses located anywhere that do business in Canada or the US.

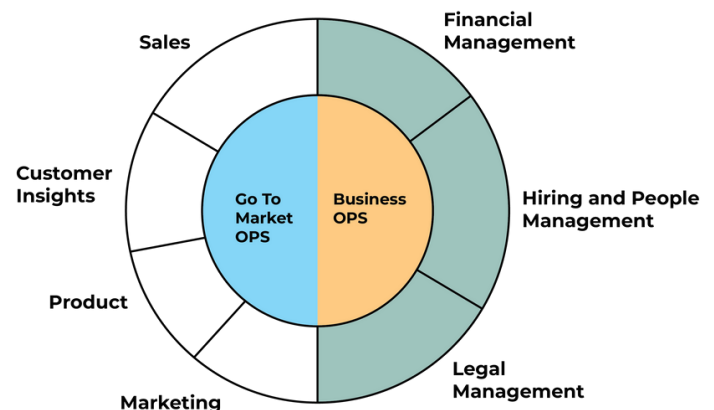
About

I've spent my career building startups, from pre-revenue to \$100M+ revenue, especially in tech. **Beginning as a startup attorney in New York City, I've held progressive roles in business development, finance, sales, marketing and product.** In this time, I've worked with and for top companies like Axiom, Microsoft, Spartan and Synervoz, and investors like 500 Startups, Benchmark, Hearst Ventures and Techstars.

For testimonials about my work, info about recent projects, case studies and more, see:

Growth

Operations



Summary of my skills and experience.