



CXOanywhere Value Proposition

For Start-Ups that struggle to balance growth with their cost structure, CXOanywhere provides fast access to world-class resources with variable costs that help the founding team to focus on what they do best.

Investors – be it angels, VCs or private equity firms – want to ensure that their investment dollars are managed professionally and their odds for a successful exit are increased. If you are an investor, CXOanywhere provides a single point of contact for your portfolio companies to source experienced resources across a broad range of functions to build success faster and with more predictable outcomes.

For founders and CEOs of start-ups, finding the right resources is not only time consuming but represents a major distraction for the management team. Without money to spend on professional recruiting, start-ups often turn to their personal networks – be it family and friends – for help and resources. However this approach typically means compromising on the quality of the resources, which will compromise your chances of success.

Furthermore, start-ups also face challenges in attracting experienced staff as they are challenged to pay competitive salaries and do not want to give up equity.

Last but not least, many start-ups do not yet have the scale that warrants full time positions for functions such as Finance, Marketing and Sales. In that case, founders need to trade off the cost of adding resources with questionable quality / proficiency with the opportunity cost of spreading the existing management too thin.

CXOanywhere provides start-ups with easy and fast access to fractional resources that bring a wealth of experience gathered with world leading businesses. If your team is missing critical skill sets CXOanywhere helps you quickly fill gaps in your existing team quickly based on a variable cost model.



As Start-Up's grow, they need to start building a management team and formalize processes to scale growth. In many cases, the founders will not have the necessary experiences or skills to take their business to the next level on their own. Depending on where the company is with regards to size, growth trajectory and funding, hiring full time resources may not be possible or advisable in view of the limited workload.

For companies that have a management structure in place, the need may arise to quickly augment the skill and capabilities / bandwidth of the existing staff with outside resources. Your company might be preparing for an IPO or your demand generation may have exhausted the founder's networks in the search for lighthouse customers. Or you simply look for ways to grow the pipeline quickly leveraging the expertise of fractional CXOs.

Depending on the skill set of the founder team, CXOanywhere provides fractional CXO services with experienced, senior resources in the following areas:

Chief Sales Officer (CSO)

Chief Marketing Officer (CMO)

Chief Financial Officer (CFO)

Chief Operating Officer (COO)

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