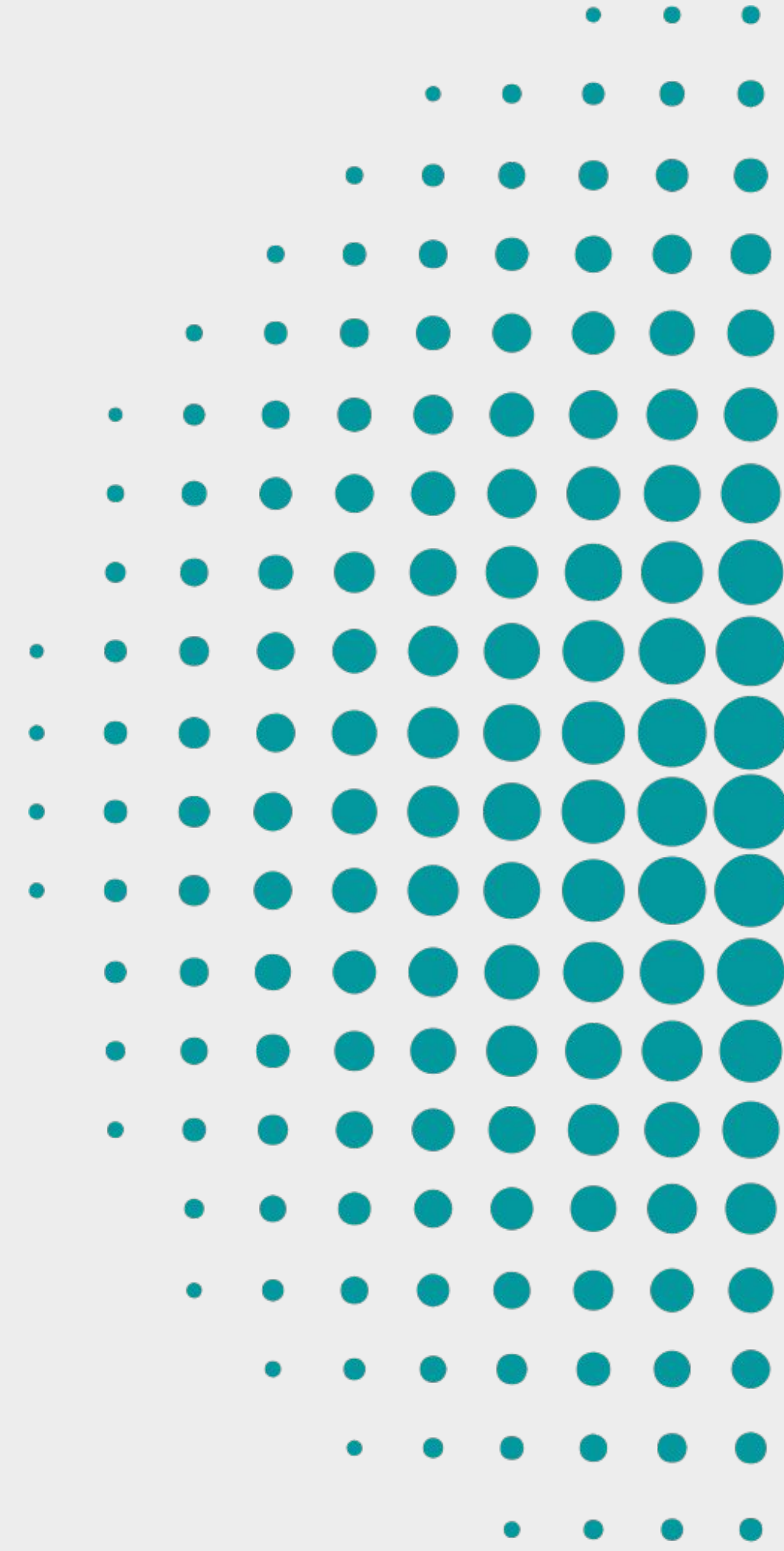


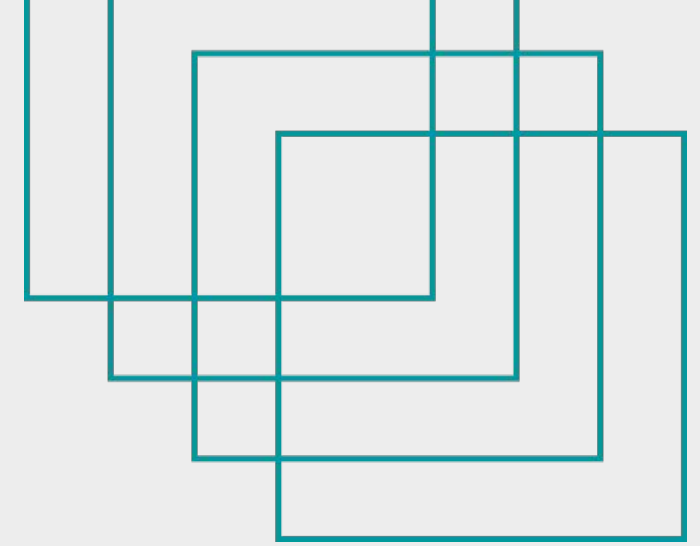
First Hirlings Drive Cybersecurity Consulting Firm's Growth



Founder Profile



- Early 40s
- Stage: growing the business
- Left corporate to be own boss (5 years ago)
- Steady flow of enterprise cybersecurity clients
- Goal: "Really need to expand"



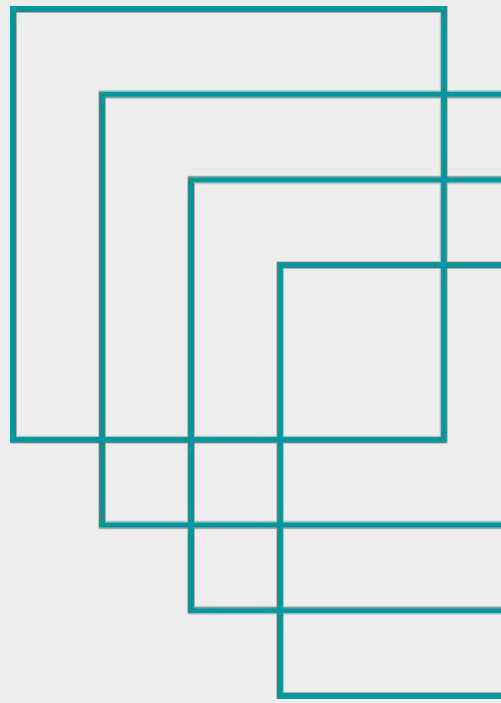
Founder Doing Right

- Maintains subject matter expertise
- Highest levels of certification in field
- Professional and customer-focused
- Thought leadership through consistent content production on LinkedIn
- Aware of own business growth limitations



Key Challenges

- Earning well but wants more
- Needs to expand audience or offerings
- Continue to bootstrap or get investment
- Hire for delivery while focusing on sales and marketing
- Unsure of compensation/equity for early hires



Assessment



10-Point Assessment: Adam*

	GOOD	NEEDS WORK	ALERT	CURRENTLY N/A
Mindset	<div></div>			
Vetting the Idea	<div></div>			
Business Plan		<div></div>		
Legal & Partnerships		<div></div>		
Marketing			<div></div>	
Sales			<div></div>	
Delivering the Service		<div></div>		
Accounting	<div></div>			
HR			<div></div>	
IT & Admin		<div></div>		

*name changed for confidentiality

START UP With
FERAS

Execution & Solutions

- Assessed revenue sources and identified opportunities to improve the retainer model and to upsell
- Scaling: planned transition from solopreneurship by identifying job requirements, onboarding, and cross-training documentation for first 2 hires
- Ensured legal templates for hiring and client contracts are in place and in use
- Developed a creative employee award plan ensuring early hires are well compensated with base salary and profit sharing while preserving founder equity



Results Delivered



- Established process for planned vs. actual monthly sales review (segmented by existing vs. new clients) to improve outreach effectiveness
- Finalized hiring plan to support sales/growth plan
- Successful onboarding of 1st hire
- Start to finish: 6 months



Founder

"I really appreciated the advice Feras provided during this stage of my business growth. After each weekly session, I had clear next steps that enabled me to make changes and real progress. His availability for important or time-sensitive matters made a big difference – I always felt supported when it counted most."

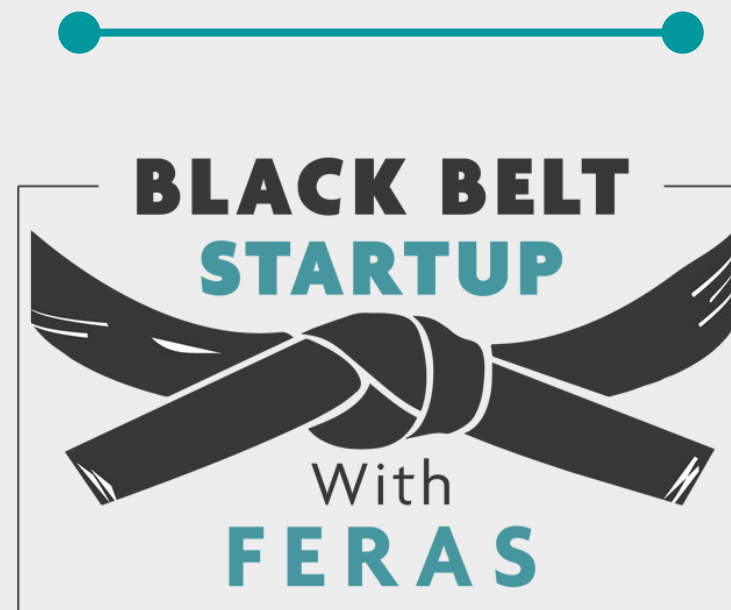
Feras Ahlou



"This founder was doing all the right things for growth, but without the right structure, he was running the risk of burnout. Together, we created a system that supports the vision, the team, and the next stage of business growth."



Thank You



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