



You have proven customers will buy the product. Now determine what the business must build next.

Most founders at this stage aren't failing. They're succeeding faster than the business can handle.

Built for founders whose business has outgrown instinct alone – but has not yet built the structure for what comes next.

IS THIS YOU?

THE SITUATION

- You are still carrying most operating decisions personally
- Producing revenue, generally \$250K-\$2M annualized
- You operate a physical-product, manufacturing, importing, or distribution business
- The company is typically 6 months to 3 years in operation

WHAT'S GETTING HARDER

- Too many priorities and not sure which ones matter most
- Pricing, margins, inventory, or cash decisions lack structure
- Vendor, systems, channel, or next-hire decisions are approaching
- You know something needs to change but you're not sure what to fix first

WHAT YOU RECEIVE

01

Structured Review

Focused questionnaire and review of a limited set of operating, financial, product, and organizational information.

02

Operator Working Session

A 90-minute session to pressure-test assumptions, surface constraints, and establish the correct sequence.

03

90-Day Operating Roadmap

Written 30, 60, and 90-day priorities, followed by a 60-minute debrief and clear next actions.

\$1,500

Fixed investment

REMOTE

Focused delivery

1 WEEK

Target turnaround

90 DAYS

Prioritized roadmap

WHAT HAPPENS AFTER YOU SAY YES

DAY 1

Questionnaire sent and completed

DAYS 2-3

Document review and preparation

DAYS 5-6

90-minute Operator Working Session

DAY 7

Roadmap delivered and debrief scheduled

WHAT THIS REVIEW IS — AND IS NOT

THIS IS

- A practical operating-readiness review
- A disciplined sequence for the next 90+ days
- Clarity on what to focus on – and what to stop worrying about until later

THIS IS NOT

- A comprehensive financial audit or valuation
- Open-ended coaching or unlimited advisory access
- Implementation work disguised as an assessment

THE OUTCOME

Clarity. You leave knowing exactly what to focus on for the next 90 days — and what to stop worrying about until later. A practical sequence of what to address now, what can wait, and where additional people, systems, funding, or expertise may be required.

ABOUT ER3

John Hurlbert has spent 25 years building product businesses from startup through scale — manufacturing, distribution, ecommerce, and international expansion. He knows what early-stage chaos looks like from the inside. ER3 Consulting works with founders and operators at every stage, from first revenue to full-scale growth.



Ready to determine what the business should build next?

Schedule a brief introductory conversation to confirm whether the Founder Operating Review fits where your business stands today www.ER3Consulting.com/founder-operating-review