



PickleOps Investor Involvement Plan

Version 1.0

Ways to Get Involved

Track	Who	Contribution	Expected Outcome (12 months)
Capital Partner	Angel/Micro-VC	Seed capital + intros	Faster product/market fit, larger pilot cohort
Strategic Operator	Club/Facility owner	Design partner access, real workflows, references	Validated product and case studies
Growth Advisor	SaaS/GTM expert	Monthly coaching + funnel optimization	Improved pilot-to-paid conversion

90-Day Investor Action Plan

1. Finalize 3-5 design partners
2. Launch MVP module (session + score + standings)
3. Publish 2 measurable case studies
4. Close first paid subscriptions

Milestones Investors Can Track

- Week 4: MVP in pilot use
- Week 8: first conversion to paid
- Week 12: repeatable onboarding + KPI dashboard