

FRACTIONAL GTM, REVOPS & COMMERCIALIZATION

Zero-to-One Commercial Operations Build for an AI-Native PropTech Venture

ENGAGEMENT	DURATION	ORGANIZATION	INDUSTRY
Commercial Operations	6-12 months	Small Enterprise	Technology

THE CHALLENGE

An AI-native PropTech venture was moving from product concept toward market validation and needed an enterprise-ready commercial foundation from zero. The team had to define who to sell to, how to position and price a multi-agent platform, how to turn customer feedback into roadmap priorities, and how to create repeatable pipeline, partnership, financial, and customer-success processes without sacrificing startup speed.

WHAT I BUILT

As co-founder, CTO, and CRO, built the commercial operating model: ICPs, personas, segmentation, TAM/SAM/SOM, positioning, discovery, pricing and packaging, ROI cases, pipeline stages, forecasting, customer validation, success metrics, financial models, investor materials, and partnership strategy. Led a five-person product, AI, UX/UI, and QA team through roadmap, sprints, prioritization, and execution; secured a partnership including CoreLogic.

THE RESULT

Moved the venture from concept through MVP and production readiness with an integrated product and GTM system. Validated core market and buyer assumptions, generated pipeline, established strategic-partner credibility, and equipped the team with reusable messaging, pricing, financial models, operating metrics, and decision cadences. The work created a scalable foundation for commercialization and enterprise adoption.

RELEVANT CAPABILITIES

Founder | Go-to-Market Strategy | Revenue Operations | AI Strategy | Product Strategy | Pricing Strategy | Financial Modeling | Strategic Partnerships