



Co-Founder Opportunity

Introduction

I'm looking for a partner to join me in the journey of discovering a new way to manage your time. Someone who can focus on the marketing and operations side while I focus on the product side.

Over the past several years, I've been developing a time management method, currently embodied as a web app, centered on the idea of workflows to guide people through the planning process.

While lots of software exists for task management, little exists explicitly for time management. Instead, task managers or calendars are used as suboptimal substitutes. I want to change that.

With Day Optimizer, I am recombining paper-based methods of managing time to make them more powerful through software, while tapping into the trend back toward workflow-based software like Hey.

About Me

Mission	Help others live more fulfilling lives by reaching their potential	
Superpower	Creating mental models and frameworks that help people reason about the world to solve existing problems in new ways	
Values	Impact	seek to change lives, not merely make money
	Integrity	be fair, open, trustworthy, competent & honest
	Wisdom	be self-aware, admit mistakes, make smarter decisions
	Discovery	accept uncertainty, learn through doing, grow & evolve
	Freedom	set vision, allow for exploration, support my travel
Strong At	Product	architecture, development, testing, user experience
	Strategy	analysis (metrics, financial, systems), critical path, options
Okay At	Marketing	testing, messaging, copywriting, online ads, tracking
	Design	layout, spacing, consistency
	Support	emails, training videos, documentation
Weak At	Management	hiring, overseeing, nurturing culture, team building, firing
	Sales	prospecting, relationship building, closing deals
Personality	PrinciplesYou Archetype : Growth Seeker, then Explorer & Strategist	
Current Status	Working part-time on Day Optimizer. Have savings from the sale of my last business, but do consulting on the side to avoid draining it too fast	

About You

Seeking	Collaborative relationship with a technical co-founder. Willing to work on an existing product. Open-minded about new approaches to time management
Desires	Impact leave a legacy, not merely make more money Balance work at a measured pace and maintain a work/life balance Freedom work for yourself, avoid raising money or selling too soon
Values	At a minimum, have integrity & wisdom and use that to make an impact
Strong At	Relationships form & maintain high-quality relationships Marketing partnerships, community building, PR, content production Operations hiring, management, team building, nurturing culture
Personality	Adaptive, communicative, open-minded, complement to my personality
Status	Financially secure, either through own funds or part-time work. Open to taking over as CEO as Day Optimizer grows

About The Business

Pitch	Day Optimizer (DO) helps solopreneurs create daily plans that reflect their priorities, using guided workflows designed around neuroscience principles
Journey So Far	Founded as a pivot of Strategic Life Tools, a membership site for life planning. Been working on DO on-and-off since May 2018, some months working full-time, other months part-time while I do consulting on the side
Struggles	Working alone, it's been hard to gain momentum in any of the three core functions of the business: Product, Marketing & Customer Success (training, documentation, support). Onboarding & marketing remain unsolved
Successes	Paying customers. Stable product. Positive feedback like "Thanks for changing my life with this"
Differentiation	Workflow-based planning method plus new concepts like Done Today vs Done Forever for more effective task & time management
Potential Future	A company of 10-15 people, with you as CEO and me leading product development. DO handles weekly & long-term planning and has been "backfilled" with non-differentiated, but necessary features. A deep catalog of training materials will have been developed. Revenue will be \$3-5 million ARR from 15-25,000 customers for an average LTV of \$200
Business Model	Software as a Service: \$14.95 monthly or \$149 yearly
Competitors	Paper-based daily planners, Amazing Marvin, Focuster, Sorted ³ , SkedPal