Two-Week Product & Engineering Diagnostic

For founders who need clarity on what to build next, who to hire, and how to stop wasting runway.

This is for you if:

- You still think your product needs to be pristine before users can touch it.
- Your runway is shrinking, but you can't point to what you've actually learned lately.
- You want to raise, but your team and the way you operate still won't survive real scrutiny.
- You're making technical decisions without knowing what good actually looks like at this stage.
- Your team is shipping, but not reducing the company's biggest risks.

What this diagnostic does

In two weeks, I identify the decisions that are wasting your runway and keeping you from derisking your business. The goal is to clarify what needs to change now: what to build next, where the actual gaps in your team are, which decisions are adding avoidable complexity, and which bottlenecks are limiting progress.

Deliverables

- A written operational playbook identifying: where the bottlenecks in your business are and how to tackle them, where the product should focus, how the team needs to evolve, and the targets that matter for the next stage.
- A live readout with clear next-step recommendations.

Format & Timeline

This is a 2-week engagement designed to keep founder time focused and minimal: founder and team interviews, review of key product, technical, and operating materials, 3–5 live working sessions, and a final readout built around the operational playbook.

Price

$7,500 fixed (Founding Client Rate)

Limited to the first 3 companies. Standard rate: $15,000.

What happens after

Most founders want help driving the changes the diagnostic surfaces. I work with a small number of companies on focused retainers to help drive execution across product, engineering and team structure.

Next step

Book a discovery call:
cal.com/mnmaraes/discovery-call