PROPOSAL FOR FULL-TIME ENGAGEMENT

# Director of Business Strategy & Innovation

Robert T. Hunter

## Overview

After giving this opportunity genuine consideration, I believe the right structure is a full-time position as Director of Business Strategy & Innovation, working across the firm and the ventures it chooses to fund.

The title reflects the function.

Business strategy determines what should happen and why. Innovation creates the answer when the existing options are inadequate. My role is to provide both before significant execution begins.

The purpose of the position is straightforward:

> **To increase the probability that every business the firm supports becomes more valuable than it otherwise would have been.**

Capital gives a company resources. It does not automatically give the company clarity.

Founders may understand their industries but remain too close to their own assumptions. Operators may be capable of executing a plan but still need someone to determine whether the plan itself is correct. Engineers, designers, marketers, and outside consultants may each solve the part of a problem that corresponds with their individual specialties while nobody remains responsible for understanding the business as a complete system.

That is the gap this role is designed to fill.

This proposal covers two current commercial relationships:

1. My full-time employment as Director of Business Strategy & Innovation.
2. Optional access to Oxford Pierpont infrastructure under a separate and transparent service agreement.

The proposal also establishes a separate pathway through which the firm may evaluate independently owned ventures or intellectual property in the future. No such venture is automatically included in my employment.

SECTION 01

## Engagement at a Glance

| | |
|---|---|
| PROPOSED ROLE | Director of Business Strategy & Innovation |
| EMPLOYMENT STRUCTURE | Full-time employment with the firm |
| PURPOSE | Identify high-value problems and opportunities, determine the correct strategic direction, design execution-ready solutions, and transfer those solutions to designated operating owners. |
| NORMAL WORKING CAPACITY | One primary workstream and one secondary workstream at any given time. |
| INITIAL PERIOD | The first twelve months at a monthly salary equivalent of $12,000, including a 90-day mutual validation review. |
| CONTINUATION | From month 13, compensation increases to an annual salary of $180,000, equivalent to $15,000 per month. |
| INITIAL OUTPUTS | A working intake and prioritization system, 3+ prioritized engagements diagnosed and architected for handoff, documented value reporting, and a 12-month strategy and innovation roadmap. |
| OPERATING BOUNDARY | Strategy, innovation, architecture, validation, and handoff. The role does not assume permanent operational ownership. |
| OXFORD PIERPONT INFRASTRUCTURE | Optional and governed through a separate written agreement. Third-party consumable costs are passed through without markup. Implementation, migration, support, and administration outside the employment role are scoped separately. |
| PRE-EXISTING INTELLECTUAL PROPERTY | Excluded from the employment relationship unless specifically transferred or licensed through a separate written agreement. |

SECTION 02

## What This Role Is Not

Before describing what the role is, I want to be direct about what it is not. This distinction matters for how the position should be structured, evaluated, and protected over time.

The Director of Business Strategy & Innovation is not an operations executive.

I am not being hired to manage employees, run sales teams, administer payroll, oversee routine recruiting, maintain daily business processes, or assume permanent responsibility for the execution of any department.

Those are operating responsibilities. They require sustained ownership, continuous management, and a fundamentally different working pattern.

I may help determine:

- what roles a company needs;
- what capabilities are missing;
- how teams should be structured;
- what candidate criteria should be used;
- how a process should operate;
- and who should ultimately own it.

I do not assume ongoing responsibility for recruiting administration, personnel management, performance management, or routine operational continuity.

The same distinction applies to technology.

I am not being engaged as the firm's permanent production engineering department. I may create prototypes, proofs of concept, working models, specifications, workflows, or limited systems when doing so is the fastest way to validate an idea.

Production engineering, long-term maintenance, cybersecurity operations, infrastructure administration, and sustained technical ownership belong with dedicated technical resources.

My work is most valuable at the beginning of something: the beginning of a problem, a brand, a product, a business model, or a technology decision.

Once the right answer has been identified, designed, validated, documented, and transferred to a capable owner, I move forward.

That is not a limitation.

It is the design of the role.

> **I create the things that other people operate.**

SECTION 03

## Why the Firm Needs This Function

Every growing business eventually reaches moments when the next decision carries consequences far beyond the decision itself.

A company may need to determine:

- why growth has slowed;
- whether its business model is structured correctly;
- how it should position itself in the market;
- whether a product should be built, purchased, integrated, or abandoned;
- how a recurring problem should be solved permanently;
- which parts of the customer experience are weakening trust or conversion;
- what should be automated;
- where resources are being wasted;
- or what opportunity the company is failing to recognize.

These questions rarely belong entirely to one department.

A pricing problem may also be a positioning problem. A sales problem may begin with the product, the offer, the customer experience, or the technology supporting the sales team. An operational problem may exist because the company was designed around a process that no longer makes sense.

A branding problem may reveal that the company has never clearly defined what it is, whom it serves, or why customers should care.

When these problems are divided among separate specialists, each person naturally sees the part that corresponds with his or her expertise.

> **The Director of Business Strategy & Innovation is responsible for seeing the entire system.**

The role exists to determine what the business actually needs before substantial time, capital, or labor is committed to producing it.

SECTION 04

# Why I Am a Fit

The firm does not need a generalist who attempts to operate every company.

It needs someone who can enter an unfamiliar environment, understand it quickly, identify what the existing team may have missed, and create a practical path forward.

My strongest professional attribute is the ability to reach a working understanding of unfamiliar industries, business models, and problem environments in an unusually short period of time. Once I understand the environment, I tend to see the relationships between problems rather than viewing each problem as an isolated event.

Familiarity creates blind spots.

Someone who has spent years inside a business naturally adapts to its existing constraints. The process, software, team structure, pricing system, customer expectations, and internal habits begin to feel permanent because they have been present for so long.

I arrive without those adaptations.

I ask whether the constraints are real, whether the problem has been defined correctly, and whether the company would make the same decisions if it were being designed from the beginning today.

Earlier in my career, as Director of Operations Development, I worked naturally in development cycles:

**Learn. Diagnose. Architect. Validate. Transfer. Move forward.**

That cycle remains the most accurate description of how I work and where I produce the most value.

This proposal is designed to preserve that cycle while giving the firm a repeatable way to apply it wherever it creates the greatest strategic or financial value.

SECTION 05

# The Three Core Capabilities

## 1. Business Strategy and First-Principles Problem Solving

Most business problems are approached by finding the nearest comparable example and adapting it.

A company asks what competitors have done, what its industry normally does, or which existing template most closely resembles the desired outcome.

That approach may be appropriate when the existing answer is correct. It becomes dangerous when the existing answer is the reason the company has become stuck.

First-principles problem solving begins somewhere else.

It asks:

— What is the company actually trying to accomplish?
— Which facts are objectively true?
— Which assumptions have never been tested?
— Which constraints are real?
— Which constraints exist only because the company was designed around them?
— What is the simplest viable path to the desired outcome?
— What would the business, product, or system look like if it were being designed correctly from the beginning?

The goal is not to create unconventional ideas simply for the sake of being different.

The goal is to identify the correct problem and design the most effective response to it.

This capability can be applied to:

business models; pricing; offer design; products and services; customer experience; revenue systems; market positioning; internal processes; resource allocation; scalability; and competitive strategy.

The work does not begin with a template.

It begins with an honest assessment of the specific situation.

### HOW THIS BENEFITS THE FIRM

The greatest waste of capital often occurs when capable people execute the wrong plan extremely well.

A company can spend months building a product nobody properly defined, hiring around a process that should have been eliminated, marketing an offer that was never positioned clearly, or implementing technology that solves the visible symptom instead of the underlying problem.

Strategic diagnosis reduces that risk before it becomes expensive.

The firm benefits through:

- faster resolution of ambiguity;
- clearer priorities;
- more effective use of talent and capital;
- fewer investments in work that later has to be reversed;
- and better decisions before significant execution begins.

Where an internal solution eliminates the need for a separate consulting engagement, shortens a prolonged discovery process, or prevents resources from being committed to the wrong answer, that value will be documented in the monthly value report.

> THE BOTTOM LINE
>
> **The firm gains a first-call strategic and creative resource capable of moving quickly, thinking from first principles, and designing answers around the actual situation rather than the nearest available playbook.**

## 2. Brand, Positioning, and Design Intelligence

A brand is not merely a logo, a color palette, or a collection of marketing materials.

A brand is the total understanding a customer forms about a company.

It determines whether the customer:

- understands what the company offers;
- believes the company is credible;
- recognizes how it differs from available alternatives;
- trusts it to deliver;
- and remembers it when a need arises.

Many early-stage businesses underinvest in this foundation.

The product may work. The team may be capable. The underlying service may be valuable. But the company does not present itself clearly enough for customers to understand why it matters or trust it enough to act.

In many cases, brand clarity and positioning are part of the problem.

I address this at the strategic level.

That means determining:

- whom the company is best positioned to serve;
- what problem it should become known for solving;
- what market position it should own;
- how its value should be explained;
- what emotional and professional signals its audience responds to;
- and how every visual and verbal expression of the company reinforces or undermines that position.

Web and marketing design follow from this foundation.

The same strategic understanding that determines what a brand should communicate also determines:

- what a website needs to accomplish;
- how information should be organized;
- how marketing materials should read;
- what the customer journey should feel like;
- and what visual language will build recognition and trust over time.

I may directly produce strategic concepts, messaging systems, website structures, creative direction, prototypes, or early design systems. Larger production requirements can then be transferred to the appropriate designers, developers, writers, or agencies.

### HOW THIS BENEFITS THE FIRM

A clearer brand reduces the effort required for customers, employees, partners, and investors to understand the company.

It can strengthen:

market position; credibility; pricing confidence; customer trust; marketing effectiveness; sales consistency; recruiting; partnership development; and future investment or acquisition positioning.

The financial effect will vary according to the company, market, audience, product, and execution.

The durable strategic value is that the venture gains a clearer position, a more coherent customer experience, and a stronger foundation for future growth.

Getting the foundation right early also reduces the likelihood of an avoidable and expensive brand reset later.

> THE BOTTOM LINE
>
> **Every venture the firm supports needs a coherent market identity. Some need a new one. Others need clarification, correction, or stronger alignment between what the business does and how it presents itself.**

Each successful engagement leaves behind a lasting strategic asset that continues creating value as the company grows.

## 3. Technology Strategy and Innovation Architecture

Technology decisions should begin with the desired business outcome, not with the software that happens to be available.

Companies frequently purchase platforms, commission applications, add artificial intelligence, automate workflows, or rebuild internal systems before clearly defining what the technology is expected to accomplish.

The engineering may be competent. The completed product may function exactly as specified.

The failure occurs because the specification itself was incomplete, misguided, or disconnected from the actual business need.

I close the gap between the desired business outcome and the technical work required to produce it.

This work may include:

- identifying where technology can create meaningful efficiency;
- mapping the users, workflows, information, decisions, and dependencies involved;
- determining whether a company should build, buy, integrate, automate, or avoid a proposed solution;
- evaluating existing platforms and infrastructure;
- identifying unnecessary duplication across the technology stack;
- defining product requirements and system behavior;
- creating workflows, prototypes, and implementation roadmaps;

— evaluating artificial-intelligence and automation opportunities;
— translating business objectives into language engineers can execute;
— and validating whether a completed system still serves the original objective.

I am not being engaged as the permanent production engineering team.

I may build prototypes, proofs of concept, working models, limited tools, or early systems where doing so is the fastest and most cost-effective way to validate a direction.

Production engineering, deployment at scale, long-term maintenance, technical security, and sustained ownership belong with dedicated engineering resources.

### HOW THIS BENEFITS THE FIRM

This function reduces the likelihood that a portfolio company will spend substantial capital:

— building the wrong product;
— selecting incompatible infrastructure;
— purchasing overlapping software;
— automating a process that should have been redesigned first;
— or rebuilding a system because the original requirements were inadequate.

It also improves the quality of engineering and vendor relationships.

Developers receive clearer requirements. Vendors can be evaluated against defined outcomes. Technical decisions remain connected to business strategy rather than becoming isolated technology projects.

Where an automation or technology intervention creates measurable savings, the financial effect will be calculated using the company's actual labor costs, software expenses, implementation costs, and measured reduction in work.

For example, if an automation recovers ten hours of work per week, the value will be calculated using the actual loaded labor cost associated with those hours rather than a generic market estimate.

> THE BOTTOM LINE
>
> **The firm gains a technology strategy and innovation function that helps prevent expensive mistakes, creates reusable efficiencies, and identifies solutions that may eventually become shared infrastructure or independent revenue-generating products.**

SECTION 06

## How the Work Will Be Managed

I do not produce the best results when spread thinly across every company and every problem simultaneously.

This work requires enough focus to understand the actual situation rather than reacting to its visible surface.

At any given time, my normal workload will consist of:

- One primary workstream focused on the highest-priority strategic or innovation challenge across the firm or portfolio.
- One secondary workstream consisting of a follow-up engagement, a smaller-scope problem, or a firm-level initiative.
- Reasonable availability for time-sensitive strategic matters designated as priorities by the firm-level decision-maker.

The base salary covers the firm and its portfolio subject to this capacity model.

The number of companies in the portfolio does not automatically determine workload. One company may require a concentrated six-week engagement, while several others may need only limited strategic input during the same period.

If demand consistently exceeds the capacity of one primary and one secondary workstream, the firm and I will determine whether to:

- add supporting personnel;
- reduce or reprioritize the scope;
- create a separate execution team;
- or revise the role and compensation structure.

Priorities will be set through one designated decision-maker at the firm level.

That protects the position from becoming a fragmented collection of competing requests from multiple founders simultaneously.

SECTION 07

# Standard Engagement Cycle

Each major assignment will move through a defined sequence.

## 1. Intake and Prioritization

The firm and I will define:

- the problem or opportunity;
- the expected outcome;
- the urgency;
- the financial or strategic consequence;
- the available evidence;
- and the person authorized to make the required decisions.

Assignments will be prioritized according to the value they may create or protect, not simply according to which request arrives first.

## 2. Rapid Immersion

I will develop a working understanding of the venture; its market; its customers; its business model; its current systems; its available resources; its team capabilities; and its immediate constraints.

The purpose is not to become the longest-tenured expert in the room.

The purpose is to learn enough, quickly enough, to understand how the parts affect one another and begin asking the questions the existing team may no longer think to ask.

## 3. Diagnosis

The visible problem will be separated from the underlying constraint.

A company may believe it has a lead-generation problem when the actual issue is positioning. It may believe it needs additional employees when the real problem is process design. It may believe it needs custom software when an existing system could solve the problem through proper configuration or integration.

The diagnostic phase prevents the company from investing in the first explanation simply because it is the most obvious one.

### 4. Architecture

Once the underlying problem has been identified, I will design the recommended response.

The architecture may include a new strategy; product structure; business model; pricing system; brand position; customer journey; internal process; technology architecture; automation; implementation sequence; or a combination of several connected changes.

The output must be specific enough that another person or team can execute it.

### 5. Validation

The proposed direction will be tested against the realities of the business. That may include financial feasibility; customer behavior; technical constraints; available talent; legal or regulatory requirements; implementation risk; timing; and the company's actual capacity to sustain the solution.

Where appropriate, assumptions may be tested through research, prototypes, interviews, financial models, creative review, or limited experiments before a larger investment is made.

### 6. Transfer

The completed architecture will be transferred to a named operating owner. The handoff will identify:

- what has been decided;
- why that direction was selected;
- what must happen next;
- who owns each responsibility;
- which dependencies must be resolved;
- what risks remain;
- what success should look like;
- and when the result should be reviewed.

### 7. Review

I will return after handoff to evaluate whether the work is being executed as intended, answer questions, and correct material misunderstandings.

I may remain involved during early implementation when needed to protect the original strategic intent.

Ongoing execution remains the responsibility of the designated operating owner.

SECTION 08

## Reporting and Accountability

The firm can expect:

- a concise weekly update covering active work, decisions, risks, and next steps;
- a monthly value report covering completed work, estimated impact, and upcoming priorities;
- written documentation for every major strategic, creative, or technical deliverable;
- and direct communication whenever I believe a venture is pursuing the wrong problem, avoiding a necessary decision, or committing resources before the objective has been properly defined.

> **I will not use activity as a substitute for progress.**

I will tell the firm what I know; what I do not yet know; what I believe; and what evidence supports the conclusion.

## Typical Work Products

Depending on the assignment, the Director of Business Strategy & Innovation may produce:

strategic business diagnoses; opportunity and risk assessments; business-model recommendations; pricing and offer architecture; product and service concepts; market-positioning frameworks; brand architecture and messaging systems; customer-journey and experience designs; website and marketing architecture; process and workflow designs; technology strategies; artificial-intelligence and automation plans; product requirements and functional specifications; prototypes and proof-of-concept systems; platform or vendor evaluations; implementation roadmaps; decision memoranda; executive presentations; and reusable portfolio playbooks.

The work product will not always be a lengthy report.

In some cases, the most valuable output will be a clearly defined decision.

In others, it may be a prototype, a process map, a positioning framework, a product specification, or a complete architecture that an execution team can immediately begin implementing.

Every major assignment should leave the company with something durable.

SECTION 09

## The Financial Case

The Director of Business Strategy & Innovation should not be evaluated as a replacement for every consultant, agency, designer, engineer, or fractional executive a portfolio company may require.

The role internalizes the strategic layer that determines:

- what those specialists should be asked to do;
- how their work fits together;
- whether the proposed investment is solving the correct problem;
- and what a successful outcome must look like before significant execution begins.

The financial advantage is not that every outside expense disappears.

The advantage is that the firm gains continuing access to cross-functional strategic judgment, reduces duplicated discovery, improves the quality of outside spending, and retains knowledge that would otherwise leave with each external provider.

The role creates financial value through four distinct categories.

**01 · REALIZED FINANCIAL IMPACT**

Revenue received, expenses actually reduced, or measurable operating capacity already recovered.

**02 · VALIDATED COST AVOIDANCE**

An expense that was planned, budgeted, or reasonably expected but is no longer required because of a decision or intervention produced through the engagement.

**03 · REPLACEMENT VALUE**

The documented cost of obtaining a comparable deliverable from an outside specialist or firm.

Replacement value will be supported by actual proposals, current vendor pricing, existing invoices, or another evidence source agreed upon by the firm.

**04 · IDENTIFIED OPPORTUNITY**

Potential future value that remains dependent on execution, market response, or additional investment.

Identified opportunity will be reported separately and will not be presented as though it were realized revenue.

These categories are not financially interchangeable.

The monthly value report will distinguish between them so that the firm can see what value has already been realized; what cost has credibly been avoided; what work has been produced internally; and what opportunities still require execution.

Where practical, each reported item will include the starting condition; the method of calculation; the supporting evidence; the person who validated the assumption; and whether the value is realized, committed, estimated, or projected.

SECTION 10

# The First 90 Days

The first 90 days should establish clearly whether the position creates enough visible value to justify a long-term relationship.

### Days 1–30: Understand the Firm and Establish the Working System

During the first month, I will:

— learn the firm's investment strategy, current ventures, available resources, and immediate priorities;

— review active portfolio companies for strategic, brand, product, and technology opportunities;

— establish the intake, prioritization, and reporting structure;

— agree with the firm on how financial value will be classified and documented;

— select and prioritize 3+ engagements, beginning with one primary engagement and one secondary workstream;

— and define the evidence that will be used during the 90-day review.

### Days 31–60: Complete the First Strategic Sprint

During the second month, I will:

— complete the diagnosis and architecture for the first priority engagement;

— deliver the resulting strategic framework, brand architecture, product direction, technology specification, prototype, or other appropriate work product;

— transfer the work to a named execution owner;

— establish the follow-up review point;

— and begin the second and third engagements in priority order.

### Days 61–90: Demonstrate Repeatability and Document Value

During the third month, I will:

— complete or materially advance the second and third engagements;

— review the implementation status of the first;

— document realized impact, cost avoidance, replacement value, and identified opportunities separately;

— identify reusable insights or systems that may apply elsewhere in the portfolio;

- present a 12-month strategy and innovation roadmap;
- and recommend whether the firm should continue, expand, narrow, or restructure the position.

## Financial Target for the Validation Period

My personal target for the first 90 days is to create, identify, or protect approximately twice the compensation paid during that period.

ACROSS THE 90-DAY VALIDATION PERIOD, THE TARGET IS

**~$72,000**

in defensible value. This is a performance target, not a contractual guarantee of $72,000 in cash revenue.

The value may take the form of realized financial impact; validated cost avoidance; documented replacement value; or a credible opportunity with a defined path to execution.

The specific form will depend on the assignments selected during the first month.

At the beginning of the engagement, the firm and I will agree on how each category will be measured. At the end of the 90-day period, both parties will evaluate the completed work, the supporting evidence, the implementation status, and the credible path to financial impact.

If either party concludes that the position does not justify continuation, the engagement may conclude at that point under the terms of the formal employment agreement.

SECTION 11

# Compensation and Initial Term

This proposal is written as a full-time employment relationship.

Oxford Pierpont infrastructure and services remain a separate vendor relationship and are not included within my salary.

| MONTHS 1–12 | MONTH 13 ONWARD |
|---|---|
| **$12,000** | **$15,000** |
| per month · $144,000 annualized | per month · $180,000 annual salary |

### The First Twelve Months

Compensation during the first twelve months is a monthly salary equivalent of $12,000, annualized at $144,000.

The first 90 days are a mutual validation period within that first year.

This structure lowers the firm's initial risk while giving me a defined opportunity to demonstrate the value of the position through completed and documented work.

### Month 13 Onward

Beginning in month 13, compensation increases to an annual salary of $180,000, equivalent to $15,000 per month.

Continuation beyond the first twelve months constitutes acceptance of the $180,000 annual salary.

My acceptance of the initial compensation is not a permanent repricing of the role. It is a practical accommodation for the first twelve months while the function is being established and proven.

### Initial Appointment

The intended initial appointment is 12 months:

- a 90-day mutual validation period;
- followed, if both parties elect to continue, by the remaining nine months at the $12,000 monthly rate;
- and the $180,000 annual salary rate beginning in month 13.

The formal employment agreement should define payroll frequency; benefits; paid leave; expense reimbursement; confidentiality; intellectual-property treatment; notice and termination; tax withholding; and any performance-based compensation or long-term participation.

## Schedule

The position requires a full-time commitment, normally 40 to 50 hours weekly, with reasonable executive discretion over how that time is allocated among research, focused work, meetings, portfolio engagement, documentation, and review.

Compensation is not tied to the number of portfolio companies.

The role is governed by prioritized work capacity: one primary and one secondary active workstream at a time.

SECTION 12

# Oxford Pierpont Infrastructure

The Oxford Pierpont Holding Corporation maintains an enterprise infrastructure stack that may be useful to the firm and its portfolio companies.

Use of Oxford Pierpont infrastructure is optional.

No Oxford Pierpont service is automatically required, automatically preferred, or included as a condition of my employment.

I will disclose my ownership interest in Oxford Pierpont whenever I recommend one of its services. The firm or portfolio company will remain free to evaluate reasonably available alternatives before approving a deployment.

## Currently Available Capabilities

Oxford Pierpont maintains resources that include:

- managed business phone systems with multi-extension routing, professional voicemail, and call-management capabilities;
- cloud server and database infrastructure supporting PostgreSQL, MySQL, MongoDB, MariaDB, and Redis;
- managed deployment infrastructure built on DigitalOcean and Dokploy;
- professional website development and hosting;
- workflow automation through a self-hosted n8n environment;
- and a deployable open-source application stack covering functions such as CRM, project management, marketing automation, collaboration, customer support, analytics, document signing, and business intelligence.

The shared environment may allow portfolio companies to reduce dependence on separate commercial tools, accelerate setup, and create greater consistency across ventures.

Actual savings will vary by company and will be calculated from the commercial products being replaced; the number of users; usage volume; infrastructure requirements; support requirements; implementation costs; and the company's current vendor expenses.

No generic portfolio-wide savings claim will substitute for a company-specific comparison.

### Commercial Structure

Third-party consumable costs will be passed through at the amount billed to Oxford Pierpont, without markup.

Consumables may include server resources; telephony usage; storage; domain services; third-party software; email delivery; artificial-intelligence usage; or other metered services.

Substantial work involving development; migration; integration; implementation; technical administration; security configuration; monitoring; ongoing support; or vendor management will be defined and priced separately before work begins.

The applicable agreement should specify the services being provided; expected third-party costs; implementation and support responsibilities; account and data ownership; security responsibilities; backup and recovery obligations; service levels; offboarding; and transition procedures.

Where practical, each portfolio company should own its accounts, data, domains, and core business assets while Oxford Pierpont configures or manages the service.

### Resale Opportunities

The firm may identify opportunities to resell selected Oxford Pierpont services to businesses outside the portfolio.

A managed business phone system is one possible example.

Any resale, referral, distribution, revenue-sharing, or white-label arrangement will be documented separately before sales activity begins.

#### HOW THIS BENEFITS THE FIRM

Oxford Pierpont gives the firm an optional shared infrastructure layer that may reduce recurring software and hosting expenses; shorten venture setup time; standardize selected systems across the portfolio; reduce duplicated vendor sourcing; improve technical consistency; and create separate commercial opportunities where mutually beneficial.

> THE BOTTOM LINE
>
> **Oxford Pierpont infrastructure is an optional resource, not an automatic extension of my employment. It should be used when the documented economics, technical fit, and ownership structure make it the best choice for the relevant company.**

SECTION 13

## Separate Venture Opportunities and Pre-Existing Intellectual Property

This employment proposal does not automatically transfer or include:

- Oxford Pierpont;
- aiConnected;
- any pre-existing platform, product, application, brand, codebase, framework, process, template, dataset, business concept, or intellectual property;
- or any venture independently developed outside the assigned scope of employment.

Ownership of work created specifically for the firm or one of its portfolio companies within the assigned scope of employment will be defined in the formal employment agreement.

Pre-existing intellectual property, independently developed intellectual property, and the tools or methods used to produce assigned work must be expressly excluded unless transferred or licensed through a separate written agreement.

A schedule identifying material pre-existing businesses, platforms, projects, intellectual property, codebases, brands, tools, and ventures should be attached to the final employment agreement.

From time to time, I may present selected independently owned ventures to the firm for possible investment; incubation; co-development; commercialization; distribution; or strategic partnership.

The firm will have no obligation to proceed.

Presenting a venture for consideration does not create ownership, exclusivity, profit-sharing, governance, or other economic rights.

Those rights arise only through a separate written agreement defining the assets being contributed; ownership; valuation; capital; execution resources; milestones; governance; decision rights; revenue participation; and exit or termination terms.

This structure preserves the possibility of future collaboration without confusing employment compensation with investment or venture ownership.

Robert T. Hunter · Bob.Hunter@oxpi.co · 1-844-834-3458 x100 · oxpi.co/schedule 

SECTION 14

# Scope Boundaries

These boundaries are not designed to limit my contribution.

They are designed to protect the function the firm is hiring me to perform.

## The Role Includes

- ✓ first-principles problem solving across prioritized strategic and innovation challenges;
- ✓ business-model, product, pricing, offer, and customer-experience strategy;
- ✓ brand strategy, brand architecture, positioning, messaging, and design direction;
- ✓ technology strategy, product architecture, automation planning, and solution specification;
- ✓ limited prototypes, proofs of concept, and working models where appropriate;
- ✓ documentation and execution planning for major deliverables;
- ✓ transfer to named execution owners;
- ✓ follow-up review;
- ✓ firm-level strategy and innovation advisory;
- ✓ role, capability, and team-structure recommendations;
- ✓ and direct communication regarding material risks, blind spots, or strategic disagreements.

## The Role Does Not Include

- × ongoing people management or routine team supervision;
- × recruiting administration or performance management;
- × sales execution or revenue-team management;
- × day-to-day operational ownership;
- × HR administration;
- × permanent ownership of a system, brand, department, or process after handoff;
- × unlimited custom engineering or production development;
- × indefinite technical support or infrastructure administration;
- × responsibility for executing recommendations after they have been transferred;
- × or transfer of Oxford Pierpont, aiConnected, or other pre-existing intellectual property without a separate written agreement.

The firm receives the greatest value from this position when I remain focused on the highest-leverage strategy and innovation work while designated owners carry successful solutions forward.

## What I Need From the Firm

For the position to produce the results described in this proposal, I need:

— direct access to founders, key team members, relevant data, and systems required to understand an assignment;

— one firm-level decision-maker capable of resolving competing priorities;

— a named execution owner for every major handoff;

— timely decisions when continued work depends on approval, resources, or a strategic choice;

— reasonable access to the firm's technical, financial, legal, operational, and commercial resources when an assignment depends on them;

— protected time for focused research, diagnosis, architecture, and documentation;

— and a willingness to hear conclusions that may challenge the original plan, a founder's assumptions, or the firm's preferred answer.

I can create clarity inside complicated situations.

I cannot do so without honest access, reliable information, and someone prepared to act on the result.

CLOSING

## Where This Leaves Us

After initially declining this opportunity, I spent real time considering what the right structure would look like if I said yes.

I do not believe the fit is that the firm needs another executive to manage one function indefinitely.

The fit is that the firm needs someone who can enter unfamiliar situations quickly, identify what has been missed, determine what should happen next, and create the architecture that allows the right execution to follow.

This proposal gives the firm a practical way to test that thesis with limited initial risk.

The first 90 days are offered at the firm's proposed compensation. The work will be prioritized, documented, transferred, reviewed, and evaluated through an agreed value-measurement framework.

By the end of that period, both parties should have enough evidence to make an informed decision about what comes next.

If the position works as intended, the firm gains a long-term strategy and innovation function that:

- ✓ improves the quality of decisions;
- ✓ reduces wasted capital;
- ✓ strengthens the ventures it funds;
- ✓ creates reusable knowledge across the portfolio;
- ✓ and makes the firm's existing execution resources more effective.

I gain the opportunity to perform the work I am best suited to do within an environment where capable operators can carry sound architecture into execution.

Where the firm separately finds merit in one of my independently owned ventures, we may evaluate that opportunity through a separate and properly structured agreement.

> **That is a balance worth building.**

**Robert T. Hunter**

Candidate for Director of Business Strategy & Innovation

Bob.Hunter@oxpi.co · 1-844-834-3458 x100 · oxpi.co/schedule