

exp-er — Strategy

Positioning, pricing and packaging for the retainers that pay for the orbit.

The problem

Ambitious teams don't need **more developers** — they need someone who *stays*.

- One-off projects leave every stack undocumented
- Client knowledge resets with every new hire
- Maintenance becomes the emergency nobody owns

The offer

Digital infrastructure — designed, built and kept running.

- One senior partner for the whole web stack
- Maintenance as the base layer, not the afterthought
- Compounding knowledge of each client's systems

The model

Three tiers — the wedge is maintenance, the upsell is ownership.

Tier	What
Maintenance	Monthly cycle: updates, fixes, monitoring
Maintenance + Build	Cycle + one scoped build per quarter
Embedded Infra	We own the whole stack end-to-end

The phases

1. **BLAQBUTTER cycle 1** — delivered. Retainer signed.
2. **warehouse47 Front 1** — static hero + event pages; converts to retainer #2.
3. **Pricing v3** — drafted once two live examples exist to price against.

The moat

Every maintenance cycle makes the next one **cheaper and stickier**.

- Stack knowledge compounds per client
- Switching away means losing the accumulated context
- Referrals come from the reliability track record, not outreach

The ask

Two signed retainers running concurrently — the minimum viable agency shape.

- Capacity: one operator. Two retainers is the ceiling.
- Beyond that: hire, or scope-shrink — decided from data, not panic.