CANNASHARK CONSULTING

CASE STUDY 04 / THE STARTUP

A STRONG IDEA IS NOT A BUSINESS MODEL.

Two startups began with the same capital, the same team size, and the same ambition.

One built on instinct. One built with CannaShark.

THE 12-MONTH SEPARATION

$730K	$305K	9 MOS
MORE FIRST-YEAR REVENUE	BETTER OPERATING RESULT	ADDITIONAL RUNWAY

THE STARTING LINE

Same idea. Same capital. Same pressure.

Both startups began pre-revenue with a four-person founding team and $500,000 to reach market. The original startup continued without outside consulting. The comparable startup engaged CannaShark.

$500K	$0	4	18 MOS
STARTING CAPITAL	STARTING REVENUE	FOUNDING TEAM	TARGET RUNWAY

01 / FIRST 45 DAYS

Validate the business before scaling the spend.

CannaShark started with the founder's immediate pain points, then tested the assumptions behind pricing, customer demand, unit economics, responsibilities, launch timing, and capital needs.

WITHOUT CONSULTING

Activity replaced validation.

The team built, hired, and spent against founder assumptions without clear decision gates.

WITH CANNASHARK

A fact-based launch plan.

Customer signal, financial realities, risks, owners, budgets, and milestones became one roadmap.

THE KEY DISTINCTION

The founder's concerns were not treated as a loose list. They became a sequenced plan: what to validate, what to build, who owned it, how much to spend, and what evidence justified the next move.

The difference was not ambition. It was clarity, capital discipline, and execution.

02 / MONTHS 1-6

Build a lean operating model that protects cash.

Pricing, margins, purchasing, staffing, inventory, workflows, reporting, technology, and weekly scorecards were designed around disciplined growth - not early-stage chaos.

WITHOUT CONSULTING	WITH CANNASHARK
$455K	**$315K**
Cash consumed through rework, premature hiring, and disconnected spending.	Cash deployed through phased hiring, controlled purchasing, and clear priorities.

$140K less cash consumed during the critical first-year build

03 / MONTHS 2-12

Turn go-to-market strategy into repeatable revenue.

CannaShark defined the ideal customer, sharpened the offer, established channel priorities, built the sales pipeline, assigned follow-up ownership, and managed the rollout against weekly targets.

WITHOUT CONSULTING	WITH CANNASHARK
$320K	**$1.05M**
First-year revenue after a late, inconsistent launch.	First-year revenue from a sequenced launch and disciplined execution.

$730K more first-year revenue than the no-consulting startup

TWELVE MONTHS LATER

The runway told the story.

Same capital. Different decisions, different operating system, and a radically stronger company.

BUSINESS OUTCOME	WITHOUT CONSULTING	WITH CANNASHARK	ADVANTAGE
First-year revenue	$320K	**$1.05M**	**+$730K**
Operating result	-$210K	**+$95K**	**+$305K**
Gross margin	31%	**49%**	**+18 pts**
Cash runway at month 12	3 months	**12+ months**	**+9 months**
Founder involvement	72+ hrs/wk	**50 hrs/wk**	**22+ hrs back**

THE $305,000 DIFFERENCE

The startup without consulting did not lack ambition. It lost time and cash making avoidable decisions in the wrong order.

CannaShark's advantage was disciplined validation, capital-aware operations, focused go-to-market strategy, and accountable execution working together.

BUILD THE COMPANY BEFORE THE CHAOS

Make the expensive decisions once.

Visit cannasharkconsulting.com to schedule a Startup Performance Review.