
build3 venture builder sprint

sprint charter — with examples

examples rotate across the three sprint tracks: fundraising · gtm · team-build

01 • the problem statement

example • fundraising track

we've had 6 investor meetings in 3 months. every one of them ends with 'we'd like to see more traction' — but we have ₹40l arr and 18% mom growth. the story isn't landing and we don't know where it's breaking.

02 • sprint intent

example • gtm track

exit this sprint knowing exactly which customer segment converts without me on the call, with one channel that has a repeatable unit cost, and a playbook someone else on my team can run.

03 • track + sherpa assignment

example • team-build

track — team-build. sprint lead — Pranav Khanna (weekly gates, charter accountability, checkpoint reviews). domain sherpa — Ashish Airon (org design, decision frameworks, operating model). sector sherpa — tbd, confirmed before day 4 sign-off. Pranav holds accountability; Ashish holds domain depth. they do not duplicate.

solo founders are welcome on this track if hiring — a co-founder, a key hire, or an ai teammate — is the actual next move. if the goal is to stay solo and optimise around it, this isn't the right track. the intake conversation will clarify.

04 • success definition

example • fundraising track

≥4 investor conversations where the next step is investor-initiated, not founder-chased. pitch narrative survives a 20-minute diligence conversation

without founder jumping in to re-explain. one lead investor identified with a clear path to term sheet.

05 • metrics + measurement

example • gtm track

of customer conversations completed / # of paid conversions not sourced by founder directly / cac on the primary channel being tested. tracked by founder in a shared doc. reviewed by sprint lead every friday. if sales cycle exceeds 6 weeks, leading indicator is # of qualified discovery calls with a defined next step — agreed as proxy for real data.

06 • founder's committed time

example • team-build track

12 hours/week. available monday and wednesday mornings for build3 check-ins. no travel conflicts in weeks 3–7. opening residency: confirmed july 5–7, at ecoāshrām in Kudal, Maharashtra. closing residency: confirmed september 13–15, at ecoāshrām in Kudal, Maharashtra. if availability drops below 8 hours in any given week, founder flags to sprint lead by monday — output gate still applies.

07 • scope boundary

example • fundraise track

build3 will support narrative development, investor list curation, outreach sequencing, and pitch prep. build3 will not negotiate terms, interface directly with investors, or manage the founder's inbox. domain sherpa covers story and room dynamics — not warm introductions. introductions are a build3 network function, milestone-gated, and managed separately by Varun.

08 • responsibilities matrix

example • all tracks

	build3 sprint lead	sherpa(s)	founder
weekly	reviews output within 48 hrs. logs one paragraph per founder.	available async. attends scheduled sessions.	submits output by friday 5pm. flags blockers same day.

	build3 sprint lead	sherpa(s)	founder
checkpoints	leads all three reviews. documents assessment in writing.	attends week 5 mid-sprint. closing — best effort.	arrives with data and numbers, not narrative.
residencies	full presence at both.	present at opening day 4 session.	full presence. non-negotiable.
escalation	first contact for charter breach or pivot trigger.	raises domain concerns to sprint lead, not directly to founder.	raises concerns within 24 hrs of identifying them.
playbook	owns and compiles playbook v1.	contributes domain frameworks on request.	provides decisions, outputs, and outcomes weekly.

09 • weekly cadence + output gates

example • gtm track

founder submits one sourcing update and one structural decision every friday 5pm — who was contacted, what the response was, what decision was made without the founder this week. sprint lead responds accept or send-back by sunday 5pm. sent-back work resubmitted within 48 hours. no submission = gate not passed. third option does not exist.

10 • checkpoint protocol

example • team-build track

week 2 — first org decisions assessed. has the founder named the bottleneck with enough precision to act on? if not, acknowledged in writing before anything else moves.

week 5 — operating model draft reviewed. is the founder still the single point of failure on the named decision? if yes, what's blocking the structural fix? pivot decision made here if track has fundamentally shifted.

week 8 — closing residency prep. is the operating model being held by someone other than the founder for at least two consecutive weeks? if minimum threshold is

unreachable from this point, sprint lead names it. documented honestly. no surprises at closing.

11 • pivot protocol

example • [fundraise → gtm](#)

trigger: by week 5, founder cannot hold an investor conversation without over-explaining the business model — diagnosis points to icp being unresolved, not narrative being weak. charter pivots to gtm. new charter written within 48 hours. domain sherpa reassigned. week count does not reset — 5 weeks remain, minimum threshold recalibrated accordingly. fee unchanged.

12 • confidentiality

example • [all tracks](#)

build3 may reference anonymised outcomes in program marketing — 'a saas founder who went from 0 to 3 qualified investor conversations in 6 weeks' — without naming company or founder. financial figures, investor names, team structure, and customer data require separate written sign-off before any external use. playbook v1 frameworks may be published by build3. company-specific content within the playbook is the founder's asset.

13 • playbook ownership

example • [all tracks](#)

playbook v1 belongs to build3 and may be used as a program resource, published framework, or product. the gtm channel playbook built specifically for [company] — including their icp definition, channel tests, and conversion data — belongs to [company]. the methodology used to build it belongs to build3. neither party commercialises the other's proprietary material.

14 • commercial terms reference

example • [all tracks](#)

fee, milestone split, equity %, and success fee (where applicable) confirmed in partnership agreement signed [date]. not restated here. in any conflict between

this charter and the partnership doc, the partnership doc governs on commercial matters; this charter governs on sprint execution.

15 • signatures + date

note • all tracks

founder + build3 sprint lead. signed on day 4 of the opening residency, after the sherpa session and charter stress-test. the act of signing confirms both parties believe the problem statement is accurate and the success threshold is achievable.

build3 venture builder sprint • charter reference with examples • cohort zero 2026 • not for external distribution