



A FOUNDER'S GUIDE · 2026 EDITION

The \$1M Pipeline Blueprint

How \$1M-\$50M founders build qualified pipeline by pairing a senior fractional BDR with Ranger, an agentic AI that researches every account at scale.

BY DAVID VITTERI
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fractionalbdr.ai

A LETTER FROM DAVID

Most founders don't have a pipeline problem. They have a leverage problem.

"You've crossed \$1M in revenue. Maybe \$5M. Maybe \$20M. Whatever the number, you got there because you, the founder, were the most credible salesperson in the building. You picked up the phone. You showed up to dinners. You closed the first 50 customers because you could talk to a CFO without sounding like a script."

"Then growth started flattening. The advice came in: 'Hire a BDR.' So you hired one. They were 24, energetic, and lasted six months. Then you hired a Head of Sales for \$280K all-in. Six months later you realized they weren't picking up the phone either."

"This guide is for the third path. It's the path I built FractionalBDR.ai around: pair a senior business developer, 10+ years of phone craft, business acumen, and founder-narrative fluency, with Ranger, our agentic AI that researches every target account at a depth no human team could replicate. The senior carries your voice. Ranger carries the workload. Together they build pipeline that doesn't depend on you."

"Read this once. The frameworks inside are the same ones we run for portfolio companies of growth-stage VCs and bootstrapped operators alike. If they generate one good meeting for you, the guide paid for itself."

David Vitteri

DAVID VITTERI · FOUNDER, FRACTIONALBDR.AI

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01 · THE FOUNDER'S SALES TRAP

Why traditional outbound breaks at the founder stage.

Between \$1M and \$50M ARR, founders run into a math problem that nobody warns them about. The hiring options for outbound are all priced for companies twice or three times their size, and none of them produce pipeline that the founder would close themselves.

\$185K

Loaded annual cost of one in-house SDR (salary + tools + management) per Bridge Group 2024 benchmarks.

6 months

Average ramp time before a junior BDR books a qualified meeting consistently.

35%

Annual SDR turnover rate, meaning you re-ramp every 18 months, sometimes sooner.

THE TRAP

FAIL MODE

Hire a junior BDR

They sound like every other 24-year-old with a script. Your prospects ghost. You spend management cycles you don't have.

FAIL MODE

Hire a Head of Sales

\$250-300K loaded. They build a process, not a pipeline. They wait for SDRs you can't afford to hire.

FAIL MODE

Sell it yourself, forever

Your most expensive employee, you, is doing \$50K-equivalent work. Product roadmap suffers.

THE FOUNDER'S WORKAROUND

What founders actually need from outbound

What you need

- ✓ Speak peer-to-peer with a CFO
- ✓ Pivot when a prospect challenges the premise
- ✓ Carry your founder narrative
- ✓ Run point on enterprise deals
- ✓ Research an account before calling

What junior reps deliver

- ✗ Read scripts at a CFO
- ✗ Repeat the next bullet
- ✗ Repeat product features
- ✗ Hand off the moment it gets hard
- ✗ Send mass sequences

"Your prospects aren't asking 'what does this product do?', they're asking 'should I trust the person on the other end of this email?' That answer requires gravitas, not enthusiasm."

DAVID VITTERI

CHAPTER 02

The Two-Operator Model

One human operator. One AI operator. One unified output.

For two decades, outbound has been a question of how many SDRs you could afford. The two-operator model rewrites the question. Instead of throwing more humans at the problem, you pair one senior human with one AI agent that runs the work no human team can do at scale. The output is fewer touches, deeper accounts, and meetings that compound.

"You don't need a sales team. You need one operator who sounds like you, and one machine that thinks faster than any team."

02.1 · THE HUMAN OPERATOR

The Senior BDR: 10+ years, full equity in your narrative.

Every senior on our roster has carried a quota at three or more companies, sold into the C-suite, and walked away from at least one VP-of-Sales offer to stay independent. They are not BDRs in the modern sense, they are ex-AEs, ex-founders, ex-revenue leaders working fractionally.

WHAT THEY BRING

**Business acumen**

01

Reads a 10-K and a board deck the same way your CFO does.

**Phone craft**

02

Books a meeting on a cold call without sounding cold.

**Founder mirroring**

03

Carries your narrative because they've been a founder.

**Objection pivoting**

04

When a prospect pushes back, they don't read the next bullet. They reframe.

**Deep ICP empathy**

05

Has sold into your buyer before. Knows what keeps them up at night.

**Self-managing**

06

Doesn't need a manager. Sends you a weekly Loom, not a status meeting.

EXAMPLE

What a senior says on call one that a junior never could.

PROSPECT · INBOUND CALL, MINUTE 1

"Look, we're not really looking at anything new. We just rolled out HubSpot last quarter."

JUNIOR BDR · SCRIPTED RESPONSE

"Totally, I hear you! That makes sense. Have you considered though that our solution actually integrates with HubSpot? It might be worth a 15-minute call to walk through it."

RESULT

Prospect ghosts. Sequence dies.

SENIOR BDR · REFRAMED RESPONSE

"Got it. Then this isn't an evaluation conversation, it's a year-from-now conversation. The reason I called: three other CFOs in your space rolled out HubSpot last year and ran into the same gap at month nine. I'm not selling that gap today, but if it shows up at your shop, I want you to remember this number. Worth me sending you what they hit?"

RESULT

Future trigger planted. Follow-up expected.

WHAT JUST HAPPENED: The senior didn't pitch. They reframed the timeline, established peer-level credibility, planted a future trigger, and asked for a low-friction next step. The prospect didn't agree to a meeting, but they're now expecting the follow-up.

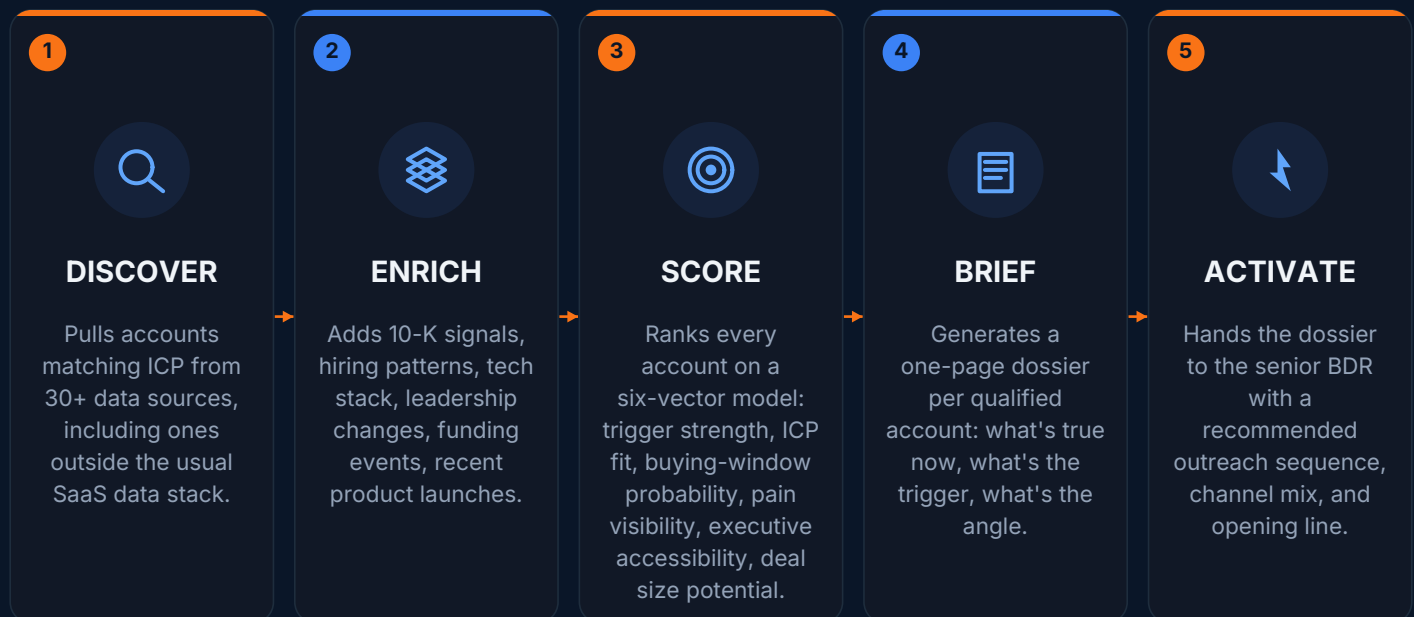
02.2 · THE MACHINE OPERATOR

Ranger: research at scale, briefing on demand.

Ranger is our proprietary agentic AI. Not a chatbot, not a writing assistant, an autonomous agent that runs the research, signal detection, and account briefing layer of outbound. Senior BDRs run on the output Ranger produces.

Ranger reads **200 accounts** in the time it takes to read **1**.

RANGER WORKFLOW



WHAT RANGER DELIVERS · A REAL DOSSIER

A one-page brief, ready before the first call.

Every dossier follows the same structure. Six fields drive the decision; the recommended angle and cadence drive the action. The dossier on the next page is real (with the account name fictionalized).

RANGER DOSSIER

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ACCOUNT	Mercato Capital Partners
SECTOR	Mid-market PE / 4.2B AUM / NYC + Miami
TRIGGER (HIGH)	Hired new Head of Operations (ex-KKR) on March 14, 2026, first ops hire in 18 months. Public LinkedIn post mentions “rebuilding the deal-flow engine.”
ICP FIT (9/10)	Exact buyer profile, fund size in target band, recent platform expansion.
BUYING WINDOW	Likely Q3, operations rebuilds typically procure new tooling within 90-120 days of hire.
PAIN VISIBILITY	High, Glassdoor reviews from analysts mention “manual deal sourcing” three times in past six months.
EXEC ACCESSIBILITY	Direct dial on file, active on LinkedIn (responded to 3 InMails in past 30 days).
ANGLE	“Three other PE shops with new ops hires in 2025 ran into the same deal-flow infra gap by month four. Worth sharing what they did?”
CADENCE	Day 1: personalized email, Day 3: LinkedIn voice note, Day 7: cold call, Day 10: referral path through portfolio CFO.

02.3 · THE INTERLOCK

How human and machine split the work.

HUMAN OPERATOR

Senior BDR

Voice. Trust. Conversion.

- Voice & narrative
- Live conversations (calls, video)
- Email writing & personalization
- Objection handling & pivot
- Relationship building
- Closing the meeting

MACHINE OPERATOR

Ranger (AI agent)

Research. Scoring. Scale.

- ICP discovery & enrichment
- Signal & trigger monitoring
- Account scoring & ranking
- Dossier generation
- Sequence drafting (first pass)
- Response triage & next-step recommendation

SHARED OUTPUT

12-18 booked, qualified meetings per month, per founder.

The split matters. Most 'AI BDR' tools today try to replace the human, sending machine-written emails to machine-discovered accounts. The result is volume without trust. The two-operator model uses AI for what AI is best at, research, scoring, scale, and reserves the human surface area for the moments where trust actually transfers.

CHAPTER 03

The Founder's Voice, Amplified

Outbound that sounds like the founder, not like a sequence.

The fastest way to lose a senior buyer is to send them outbound that sounds like outbound. Founders win because they don't sound like SDRs. The challenge: scaling that voice when you stop being the one sending the messages.

03.1 · THE TRANSLATION FRAMEWORK

Distill · Translate · Deliver

01

DISTILL

(Founder's job)

In one onboarding session, the founder records 90 minutes of unscripted talk: 'why this company exists, who we serve, what we believe is broken, what we refuse to do.' Ranger transcribes and extracts the founder's voice fingerprint, recurring phrases, conviction points, framings.

02

TRANSLATE

(Senior BDR's job)

The senior BDR rewrites the founder's voice into outbound language, not by mimicking the founder, but by carrying their conviction. Senior takes the founder's 'we believe X is broken' and turns it into a peer-to-peer message that opens with shared belief, not product.

03

DELIVER

(Ranger + Senior)

Every email, voice note, and call opener gets reviewed against the founder fingerprint before sending. If a draft sounds like a sequence, it's killed. If it sounds like the founder talking on a Tuesday, it ships.

FROM FOUNDER PITCH TO SENIOR BDR OPENER

FOUNDER PITCH (ORIGINAL)

"We help mid-market PE firms automate the messy parts of deal sourcing, the part where analysts spend 60% of their time on data hygiene instead of actual sourcing. The whole industry has accepted this as normal. We don't think it should be."

SENIOR BDR OPENER (TRANSLATED)

"Hi Sarah, quick thought. The reason most analysts at your shop spend 60% of their week on data hygiene isn't because they're slow, it's because the industry decided this was normal a decade ago. I work with three other mid-market PEs who've stopped accepting it. Worth a 12-minute call to compare notes?"

CHAPTER 04 · ACCOUNT INTELLIGENCE AT SCALE

What Ranger pulls on every account.



PUBLIC SIGNALS

- Recent 10-K and 10-Q filings (for public targets)
- SEC 8-K filings (material events, exec changes)
- Earnings call transcripts (last 4 quarters)
- Investor decks and shareholder letters



OPERATIONAL SIGNALS

- Hiring velocity by department (last 90 days)
- New executive hires and titles
- Tech stack changes (BuiltWith, Wappalyzer, job posts)
- Office expansion / contraction signals



GROWTH SIGNALS

- Funding rounds (round size, lead investor, post-money)
- M&A activity (acquired or acquirer)
- Product launches
- Press mentions and PR signals



RELATIONAL SIGNALS

- Mutual connections to founder/team via LinkedIn
- Portfolio overlap with relevant VCs
- Past customer/vendor relationships
- Conference and event attendance

This is what gets cut when a junior BDR runs a sequence: the work that actually turns a name into a relationship.

SAMPLE · RANGER DOSSIER

What gets handed to the senior BDR.

RANGER DOSSIER · ACCOUNT BRIEFING



Mercato Capital Partners

Mid-market PE · \$4.2B AUM · NYC + Miami

PRIORITY · HIGH

TRIGGER (HIGH)

Hired new Head of Operations (ex-KKR) on March 14, 2026, first ops hire in 18 months. Public LinkedIn post mentions “rebuilding the deal-flow engine.”

ICP FIT

9/10. Exact buyer profile, fund size in target band, recent platform expansion.

BUYING WINDOW

Likely Q3, operations rebuilds typically procure new tooling within 90-120 days of hire.

PAIN VISIBILITY

High. Glassdoor reviews from analysts mention “manual deal sourcing” three times in past six months.

EXEC ACCESSIBILITY

Direct dial on file, active on LinkedIn (responded to 3 InMails in past 30 days).

RECOMMENDED ANGLE

“Three other PE shops with new ops hires in 2025 ran into the same deal-flow infra gap by month four. Worth sharing what they did?”

RECOMMENDED CADENCE**Day 1**

Personalized email

**Day 3**

LinkedIn voice note

**Day 7**

Cold call

**Day 10**

Referral path / portfolio CFO

CHAPTER 05

The 90-Day Pipeline Build

From kickoff to \$1M+ qualified pipeline in one quarter.



PHASES 01 & 02

PHASE 01 · WEEKS 1-2

01

ICP & Ranger Calibration

ACTIVITIES

- Founder onboarding session (90 min recorded)
- ICP refinement workshop
- Ranger calibration on first 200 target accounts
- Senior BDR shadow + voice fingerprint
- Tech stack integration (CRM, email, LinkedIn)

MILESTONE

Ranger has produced first 50 dossiers. Senior has 25 booked-ready accounts.

PHASE 02 · WEEKS 3-4

02

Outbound Goes Live

ACTIVITIES

- First outbound wave to top-50 accounts
- Multi-channel cadence (email + LinkedIn + phone)
- Daily Ranger triage of responses
- Weekly founder review session (30 min)

MILESTONE

First 3-5 qualified meetings booked. Reply rate baseline established.

PHASES 03 & 04

PHASE 03 · WEEKS 5-8

03 Optimization & Signal Plays

ACTIVITIES

- Signal-driven plays activated (Ranger triggers)
- Cadence optimization based on reply data
- Account expansion (top 200 to top 500)
- First closed-meeting feedback loop to Ranger scoring

MILESTONE

8-12 qualified meetings/month. Pipeline > \$400K. Founder is in 1 in every 3 meetings, not all of them.

PHASE 04 · WEEKS 9-12

04 Scale & Qualified Pipeline

ACTIVITIES

- Account universe expanded to 800+
- Senior BDR running 4-5 sequences in parallel
- Ranger scoring refined on closed-won/lost
- Founder running closing motion only

MILESTONE

12-18 qualified meetings/month. \$1M+ qualified pipeline generated. Founder spending <8 hours/week on top-of-funnel.

CHAPTER 06

The Founder's KPIs

Six metrics. Six benchmarks. Nothing else.

Most BDR dashboards measure activity, calls dialed, emails sent, sequences enrolled. None of that matters at the founder stage. These six metrics measure whether outbound is buying you back time and pipeline.

KPI 01

**QUALIFIED MEETINGS /
MONTH****12-18**

DEFINITION

Meetings with the right title, in the buying window, scoped for next steps.

WHY IT MATTERS

If you're below 12, you're under-resourced. Above 18, you're under-qualifying.

KPI 02

**PIPELINE GENERATED /
QUARTER****\$1M+**

DEFINITION

Sum of opportunity value from BDR-sourced meetings that pass first qualification.

WHY IT MATTERS

This is the only number that ties outbound to revenue.

KPI 03

BDR-SOURCED WIN RATE**18-25%**

DEFINITION

Closed-won deals from BDR-sourced opportunities, all-time.

WHY IT MATTERS

Below 18% means meetings aren't qualified. Above 25% means you're not being aggressive enough at top of funnel.

KPIS 04 TO 06

Cost, coverage, and time reclaimed.

KPI 04

COST PER QUALIFIED MEETING

< \$400

DEFINITION

Total fractional spend ÷ qualified meetings booked.

WHY IT MATTERS

An in-house SDR runs \$1,200-\$1,800 per QM at this stage. The model has to beat that to be worth running.

KPI 05

ACCOUNT PENETRATION RATE

35%+

DEFINITION

% of named target accounts where Ranger + senior have made at least 3 multi-channel touches.

WHY IT MATTERS

Coverage is the leading indicator. Pipeline lags it by 30-45 days.

KPI 06

FOUNDER HOURS RECLAIMED

30+ / wk

DEFINITION

Hours per week the founder is no longer spending on top-of-funnel outbound.

WHY IT MATTERS

If outbound isn't buying you back time, it isn't working.

CHAPTER 07

When this works, and when it doesn't.

An honest fit/misfit checklist.

THIS WORKS IF**Run this model.**

- ✓ You're between \$1M and \$50M ARR
- ✓ Your ACV is \$25K+ (this model breaks below)
- ✓ Your buyer is a director, VP, or C-level
- ✓ You've validated PMF (you've closed 20+ customers yourself)
- ✓ You can dedicate 2-3 hours/week to founder reviews

THIS DOESN'T WORK IF**Don't run it.**

- ✗ You're pre-revenue or pre-PMF
- ✗ Your ACV is under \$10K (the unit economics don't math)
- ✗ Your buyer is a self-serve end-user
- ✗ You expect outbound to generate inbound-quality intent (it won't)
- ✗ You can't tolerate a 30-45 day pipeline lag from kickoff

If three of the right column are true for you, don't run this model. Hire a different motion. We'll tell you the same thing on a discovery call.

DECISION FRAMEWORK

How to decide in five minutes.

Run this short diagnostic before booking the call. It's the same logic we apply on our end. If you can't say yes to the first three, the model isn't ready for you yet, and we'll say so.

01

Is your ACV \$25K or higher?

Below this, the math on a senior + Ranger doesn't compete with self-serve or PLG. The model needs a deal size that justifies a senior-led conversation.

02

Do you sell to a director, VP, or C-level?

Senior BDRs reach senior buyers. If your buyer is an end-user or self-serve, your motion is closer to inbound than outbound and a fractional human won't move the needle.

03

Have you closed 20+ customers yourself?

Outbound amplifies a working motion. It does not invent one. Until you've closed 20 customers using your founder voice, you don't yet have a voice for a senior to carry.

04

Can you tolerate a 30-45 day lag from kickoff?

Outbound is not inbound. Pipeline shows up around day 45. If your runway requires meetings in week one, this is the wrong motion.

Four yeses? Book the call. Three or fewer? Save the call for later. The model compounds when the prerequisites are in place. We'd rather wait for fit than force one.

CHAPTER 08 · GETTING STARTED

If you want this running in your business in 14 days.

01

DISCOVERY CALL

DAY 1

30 minutes with David. We diagnose whether the model fits before you spend a dollar. If it doesn't fit, we say so.

02

ICP WORKSHOP

DAY 3-5

Working session: target accounts, founder voice fingerprint, KPI baseline. Output is a 14-day kickoff plan.

03

GO LIVE

DAY 14

Senior BDR onboarded. Ranger calibrated. First 50 dossiers in queue. First outbound wave goes out.



David Vitteri

Founder, FractionalBDR.ai

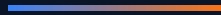
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Senior fractional BDRs. One agentic AI. One founder narrative.

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