

BELSCAR • FRACTIONAL COO

Fractional COO for Growing Brands

Senior operational leadership for founder-led businesses — without the full-time hire.

Typically working with founder-led businesses where growth has outpaced operational structure.

THE PROBLEM

Founders become the bottleneck. Operations become the constraint.

Most founder-led businesses don't stall because of lack of demand. They stall because operations can't keep up. The business is busy — but margin is leaking, fulfilment is inconsistent, cashflow is unpredictable, and the founder is holding everything together through sheer effort.

That is not a sustainable model for growth. It is a constraint on it.

WHAT WE IDENTIFY

Where value leaks first.

We start with the numbers and the workflow — not slides. Using AI-assisted analysis where your data allows it, we identify margin patterns, cashflow anomalies, and where manual process is costing the most. The conclusions and priorities are always human judgement, informed by better data.

Margin leakage

Where contribution is eroding — pricing, cost of fulfilment, or unmanaged returns.

Inconsistent fulfilment

Variable delivery performance creating customer churn and rework cost.

Cashflow surprises

No forward visibility on cash position, leading to reactive rather than planned decisions.

Reactive firefighting

No operating rhythm means every week starts without clear priorities or ownership.

WHAT YOU GET

Two workstreams. One outcome.

Growth system support

- Retention journeys — email, SMS, WhatsApp
- Offer and promo calendar support
- Funnel fixes: product pages, checkout friction

Operational clarity + execution

- KPI scorecard: conversion, AOV, margin, repeat rate, CAC/ROAS
- Weekly operating rhythm: priorities, owners, deadlines
- Fulfilment and CX tightening
- Team and partner management
- AI-assisted reporting: automated KPI summaries and exception alerts

HOW IT WORKS

Phased delivery — clarity first, then scale.

01

Assess (Week 1)

Data, ops, and customer journey reviewed end-to-end. The outcome is a ruthless, prioritised plan — the biggest leaks ranked by commercial impact.

02

Stabilise (Weeks 2–4)

Fix the highest-impact issues. Build a clear operating rhythm. Establish ownership, priorities, and weekly cadence across the team.

03

Scale (Ongoing)

Retention and execution engine embedded. Team accountability built in. The business grows without reverting to reactive management.

WHO IT'S FOR

A strong fit when...

- Founder-led brands with proven demand but strained operations
- Businesses growing beyond the stage where ad-hoc management still works

- Teams stretched by fulfilment, cashflow, or execution inconsistency
- Founders who need operational leadership, not more tactics or advice
- Brands preparing to scale but not yet ready for a full-time COO hire

WHAT CLIENTS SAY

Results from founder-led businesses.

"The improvement it has had on our business operations is incredible — we can't recommend this enough."

— Rebeka, Founder & CEO

"Simon brought structure and discipline to a business that had grown faster than its operations. Delivery improved, margin issues were addressed, and the business became far easier to manage."

— Duncan Godwin, Director

"The business now runs with far more clarity and predictability."

— Stephin Gill, Director

Want a straight answer on what to fix first?

Email team@belscar.com with your biggest operational challenge. We'll reply with the first three moves we'd make.