GOODWIND

COLLECTIVE

Senior operator collective for owner-led businesses

FOUNDING CONNECTOR GUIDE

Know an owner whose business is better than it looks from the outside?

A Founding Connector makes a real three-way introduction and gives a little context. You do not have to sell the work, scope the engagement, or help deliver it.

10% of qualifying collected service revenue	**6** months from the first client payment	**$3,000** cap per referred client	**After** client funds are collected and clear	**Written** acceptance and agreement required

Founding connector term: 10% of qualifying collected service revenue for six months, capped at $3,000 per referred client, paid after collected revenue clears and written acceptance is in place.

Who to introduce

- An owner-led business with strong underlying work.
- A decision-maker who can move without a large committee.
- A business with room for more of the right work.
- A public story, proof, website path, or follow-up process weaker than the actual company.
- Customer or project value high enough that one recovered opportunity matters.

What Goodwind sells first

The Founding Proof-to-Revenue Sprint is $2,500 total, with $2,000 paid to begin. It targets the most expensive visible leak and completes the first useful layer within ten business days.

- Three founding businesses.
- One accountable lead operator.
- The smallest specialist team required.

The introduction matters more than a lead list. Goodwind only treats a referral as qualified when there is a genuine relationship, useful context, written acceptance, and a lawful compensation path.

A clean introduction path

The fastest helpful move is a short three-way introduction with why the owner came to mind. From there, Dmitri can decide whether an owner conversation makes sense.

1. **Share the fit**
   Tell us who the owner is, what the business does well, and where the outside story or follow-up may not match the quality of the work.

2. **Make the three-way introduction**
   Introduce Dmitri and the owner directly. The context from you makes the conversation warmer and more useful.

3. **Goodwind accepts or declines**
   Goodwind confirms in writing whether the introduction is qualified before treating it as compensated.

4. **Payment follows collected revenue**
   If the client signs and pays, connector compensation is calculated from qualifying service revenue Goodwind actually collects and keeps.

Example introduction

Dmitri, meet the owner of a strong local business. I thought of them because the work has a good reputation, and there may be more customer proof and follow-up potential than is currently visible.

Important caveat

Regulated-industry restrictions, employer rules, licensing limits, conflicts, refunds, chargebacks, taxes, pass-through costs, and revenue outside the six-month window can reduce or prevent a fee.

Owner-facing briefs: Founding Proof-to-Revenue Sprint and Operational Resilience Baseline.

One thoughtful introduction is enough. You do not need to pitch, negotiate, scope, collect payment, or join the collective.

Start: goodwindcollective.com/refer