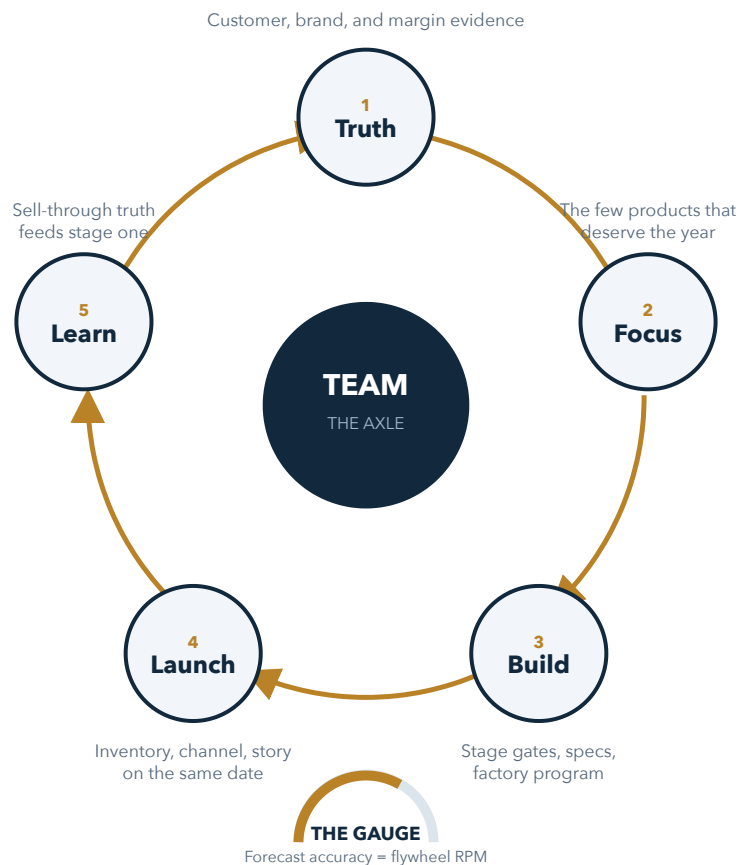


THE PRODUCT FLYWHEEL

Founder-led brands don't have a product problem. They have a product *system* problem.

Too many ideas. No forecast anyone trusts. And to most founders, product is a black box: money goes in, you hope magic comes out. The Product Flywheel is the operating system I install to open the box: **the strategy work to set the roadmap, and the repeatable process that keeps it turning.** Works alongside EOS.



WHERE PRODUCT BREAKS

- 1 No differentiation**
"What do we stand for?" Nobody can answer it with evidence, so the line drifts.
- 2 Misalignment between departments**
Sales, marketing, and product each pulling toward a different season.
- 3 Projects late or off track**
Surprises at tooling. Quality discovered at the warehouse.
- 4 Ineffective launches**
The product arrives. The launch does not.
- 5 Lack of sales**
No feedback loop, so next season starts on opinion again.

THE OPERATING RHYTHM

ANNUAL Kickoff + Roadmapping Foundational truths, 5-year roadmap, top 3 bets, research plan.	QUARTERLY Seasonal Kickoff Line plan, briefs, timeline, scorecard review. Weak ideas go to the Parking Lot, not the roadmap.	WEEKLY Product 60 One 60-minute meeting. Every program. No status theater.
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The standard the rhythm holds: **80% completion**, alignment between departments, launches that land.

BUILT ON AI

The planning infrastructure of a company 10x your size.

→ **Program dashboard** that reads supplier email and Slack every morning and updates itself

→ **Launch planner** modeling cash, margin, and deposit timing on every unlaunched SKU

→ **Order tracker** covering the full chain from PO to warehouse receiving

→ **78-week demand forecast** with a subscription replenishment engine

THE TRACK RECORD

33%

Annual revenue growth, three years running, at Oboz Footwear

#1

Hiking footwear brand at REI, through acquisition

15%

COGS reduction moving TETON production out of China

15yr

On factory floors in China, Vietnam, the Philippines, Cambodia

REI / OBOZ / THULE / TETON SPORTS / HILTI

HOW WE WORK TOGETHER

STEP 1

Flywheel Audit

A paid, two-week diagnostic. Find where your product system is leaking.

STEP 2

Install

90 days to stand up the roadmap, the rhythm, and the AI tooling.

STEP 3

Spin

Ongoing fractional leadership until your full-time hire takes the wheel.



Start with a Flywheel Audit.

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