FIELD TEST · DAY 0 → DAY 30

The 30-Day Install.

What happens when a $4M pest-control operator runs the Nathan Method.

Hour-by-hour walkthrough on a composite pest-control SMB. Numbers illustrative. Methodology real.

ABOUT THIS REPORT

This is a synthetic use-case.

“Maverick Pest Control” and “Sarah Kim” are composite — not a real client. The numbers are illustrative ranges, not promised outcomes. What’s real: the Nathan Method install sequence, the diagnostic rubrics, and the decision logic. We publish this so operators can see the method run end-to-end before paying $99.

If you’re thinking *‘why a synthetic case study and not a real one?’* — the honest answer is we’re early. Real named-customer case studies replace this artifact as we publish them. Until then, an AI-tested walkthrough on a realistic composite operator beats either (a) no longform proof at all, or (b) a glossy testimonial we can’t verify.

Built with: Claude (Anthropic) running The Nathan Method skill against the Maverick Pest Control composite profile. Audit pass: math reconciled, ranges anchored, single-number forecasts removed.

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What you'll read.

01. PRE-INSTALLATION CONTEXT

Meet Sarah Kim.

Former director of operations at a $50M digital agency. MBA. First SMB acquisition. Closed on Maverick Pest Control 7 days ago via an SBA loan plus a small LP commitment. She's tech-fluent — comfortable installing and tuning AI agents, but not writing integration code.

The business.

Maverick Pest Control, Phoenix metro (Maricopa + Pinal counties).

Revenue (TTM)	$3.2M
SDE	$480K (15% margin)
Employees	14 (1 owner, 1 office mgr, 9 techs, 3 sales/sched.)
Active customers	2,800 (2,200 residential · 600 commercial)
Pricing	$89 / quarter residential · ~$112 / mo commercial avg
Recurring revenue (ARR)	$1.58M (49% of total)
AR aging	$185K total · 24% over 60 days
Voicemail rate (est.)	~22% (no real tracking)
GBP rating	4.6 ★ · 124 reviews · last owner reply 8 mo ago
Stack	PestPac (FSM) · QBO · RingCentral · Mailchimp
States of operation	Arizona only (single-party consent, clean)
Days post-close	7
AI talent in-house	1 IT contractor, 10 hrs/week

Sarah bought the $499 bundle on day 5 post-close. She recognized herself in the homepage Pain → Lever map — the row that read "Subscription base quietly churning under autopay." Twenty-four percent annual churn is real for her.

02. THE 11 NUMBERS

The intake snapshot.

The Nathan Method refuses to opine until 11 operating numbers are on the table. Sarah has hers from the data room and the post-close audit. Here they are as the skill received them:

1.	**Vertical**	Pest control — residential (78%) + commercial (22%)
2.	**Geography**	DFW... — Phoenix metro: Maricopa, Pinal counties
3.	**SDE**	$480K TTM
4.	**Customer count**	2,800 active · avg $565/yr per customer
5.	**FSM platform**	PestPac
6.	**Accounting**	QuickBooks Online
7.	**Phone system**	RingCentral cloud VoIP
8.	**AR aging**	$185K total · 24% over 60 days
9.	**Call volume**	~580 inbound/mo · ~22% voicemail (estimated)
10.	**Recurring revenue**	$1.58M ARR · 2,800 contracts
11.	**State(s)**	Arizona (single-party consent)
+	**Days post-close**	7 (conditional 12th field for acquirers)

The intake takes Sarah about 4 minutes to pull from PestPac, QBO, and her RingCentral dashboard. The skill explicitly says: “if you don’t know a number, type ‘don’t know’ and I’ll tell you which screen to look at.” She knows them.

03. HOUR 0 — INSTALL

Two commands. One six-minute read.

0:00 — Sarah opens her receipt email. Stripe checkout closed 90 seconds ago. The receipt contains 16 ZIP download links plus a single line that reads: *"Before you start, read* `references/scope-and-price.md`*."* She clicks it first.

0:03 — The scope doc lands honestly: the $99 buys the recipe; running it costs $500–$2,200/mo in infrastructure; her dev does the wiring or she takes the engagement path. Five paragraphs. Six minutes to read. She appreciated the candor before she'd installed anything. Friction-saving.

0:10 — Two commands in her terminal:

```
mkdir -p ~/.claude/skills && unzip the-nathan-method.zip -d ~/.claude/skills/
```

Done. The skill loads. She opens Claude Code, types `/the-nathan-method`, and the agent greets her by reading the START_HERE.md.

0:11 — She types the line that triggers everything:

```
/goal Cut quarterly churn from 24% to under 18% in 90 days.
```

04. HOUR 0:12 — THE /goal INTERACTION

The four-question verification.

The skill doesn’t ask Sarah to fill out the full 11-question intake yet. It asks for the minimum 4 numbers needed to verify the goal is real:

> ***Skill:*** *That’s a Retention goal. To verify it’s real, I need 4 numbers:*
> 1. *Current monthly active recurring contract count*
> 2. *12-month trailing churn rate (and the trend — flat or rising)*
> 3. *CRM / FSM platform*
> 4. *State(s) of operation*
>
> ***Sarah:*** *2,800 active recurring contracts. Trailing churn 24%, trending up from 21% two years ago. PestPac. Arizona only.*

The scored response.

The skill runs the rubric and returns a structured recommendation.

> ***Skill:*** *Confirmed. Goal is achievable in 90 days. Reasoning:*
> *• Retention-rescue lever scores 92/100 for your profile (high margin-lift × high confidence × medium-fast payback)*
> *• PestPac has churn-signal data (failed payments, downgrade requests, ticket spikes) accessible via their API*
> *• AZ is single-party consent — clean for save-cadence outreach*
> *• 6pp churn reduction × ~170 saved contracts × weighted $560/yr LTV = ~$95K retained recurring revenue annualized. Pays for the install in ~90 days.*

The recommendation header.

```
GOAL: Quarterly churn 24% → < 18% within 90 days
INSTALL: recurring-revenue-health-monitor ($69)
URL: startupformulas.com/formulas/
    recurring-revenue-health-monitor
TIMELINE: 90 days
```

The bundle check.

The skill checks Sarah's ownership state and the lever-score distribution. She already owns the $499 bundle, so the message becomes an install-order recommendation, not an upsell:

> ***Skill:*** *Three packs score 60+ for your profile:*
>
> 1. *recurring-revenue-health-monitor (Retention, 92)*
> 2. *multi-channel-ar-dunning (Recapture, 78 — your $185K AR with 24% over 60 days)*
> 3. *local-seo-gbp-review-engine (Acquisition, 68 — 4.6 ★ stalling, last reply 8 months)*
>
> *Ship the first, audit at day 14, stack the second. Do not ship more than two in parallel.*

Hour 0:18. Sarah has a 90-day plan, a named install, an install-order, and a hard rule against thrashing. The skill then hands her the actual 90-day calendar (week-by-week tasks) and the KPI tracker (4-row spreadsheet: baseline / week 4 / week 8 / week 12). Saved both to her project folder.

Hour 0:25. She opens the integrations runbook for the spoke. PestPac isn't in the documented adapter list (Jobber/HCP/JobNimbus/AccuLynx). She emails `hello@startupformulas.com` to flag.

05. THE RECOMMENDATION + 90-DAY CALENDAR

Week by week.

The skill ships a week-by-week template per lever. For the Retention install at Maverick’s scale, the calendar reads:

Week 1	Install + customer-tier classification · Pull PestPac active-contract data; tier by spend × tenure · Define save-signal thresholds (failed pmt / downgrade / ticket spike) · Verify SMS consent on the tier-1 cohort (89% have it) · Office manager training: 30 min, save-cadence script
Week 2	Tier-A cadence live · Friendly reach-out at day 7, 14, 21 from signal detection · Auto-mark resolved on PestPac contract update
Week 3–4	Tier-B cadence live · Add direct-call save play for contracts > $1K/yr value · Office manager owns the calls; pre-authorized offers
Week 5–8	Audit + commercial expansion · Run save-offer A/B on commercial cohort (re-treat vs. discount) · Surface re-treat complaints earlier in the cadence
Week 9–12	Stabilize + decide next install · 90-day churn measured; goal-met verification · Stack next pack (AR Dunning if Retention on pace)

The skill also ships a KPI tracker shape Sarah will fill in weekly:

```
Day 1 baseline → Week 4 mid-ramp → Week 8 working → Week 12 goal-met
```

The math the skill is defending.

Before any work starts, the skill makes the math explicit so Sarah can argue with it before she invests 30 days:

```
Current churn: 24% × 2,800 = ~672 contracts lost / yr
Target churn: 18% × 2,800 = ~504 contracts lost / yr
Implied saves needed: 168 / yr (~14 / month sustained)
Weighted avg LTV: ~$560 / yr / contract
Annualized impact: 168 × $560 = ~$94K retained recurring revenue
Cost to install: $69 spoke + ~10–15 hrs dev wiring + $300–$500/mo infra
Break-even: ~Day 75 at modeled save rate
```

Sarah pushes back: *“is 14 saves/month sustained really realistic?”*

> ***Skill:*** *Month 1 will look better than steady-state because there’s a backlog of churn signals the install processes on day 1. Expect 18–30 saves in month 1, then 8–15/mo sustained. The annualized model uses the steady-state rate, not the month-1 spike. Don’t mistake the month-1 number for the trend line.*

That single paragraph is what Sarah will most thank the skill for at Day 30. It pre-inoculates her against over-claiming on the first board update.

06. DAYS 1–7 — SETUP

Build the bridge.

Day 1. Email response from StartupFormulas: PestPac is documented as a vertical adapter buyers build themselves (~6–10 hrs dev time). They send the generic FSM adapter interface contract. Sarah's IT contractor reads it; says he can build the PestPac shim in his 10 weekly hours over two weeks. He's never done OAuth flows for PestPac before; he reads their docs.

Day 2. Sarah runs the day-1 baseline capture:

```
Active recurring contracts: 2,800
12-mo trailing churn: 24%
Quarterly contracts in renewal next 30d: 712
AR > 60 days: $44K (24% of $185K)
Voicemail rate (last 30 days): 21%
```

Days 3–5. Contractor builds the PestPac OAuth bridge. Sarah drafts the save-cadence templates (the skill ships generic templates; she tunes them to AZ pest-control voice). Skill flags TCPA SMS consent verification step — she checks PestPac records: ~89% of customers have explicit SMS consent. Good. AZ is permissive, but TCPA is federal.

Day 6. Contractor's PestPac shim runs. Test on 5 sample customers (no live sends). Two failed-payment signals fire correctly. One downgrade request misclassifies as a churn signal — turns out it was a seasonal pause (Phoenix snowbirds heading to Wisconsin for summer). Sarah adds a "seasonal pause" rule to the classifier.

The skill suggested this exact pattern in the cadence templates. She had skipped it. Lesson learned cheap.

Day 7. Tier classification live. Cadence templates approved. Save-offer authorization signed:

- 10% discount for 1-year prepay (residential)
- Free re-treat for missed-service complaints (residential + commercial)
- 30-day pause option, 90-day max (anti-abuse)
- No "free service indefinitely" offers — the skill warned her twice

Week 1 time investment.

Operator hours (Sarah): 14
Contractor hours: 18
Total spend (skill $499 / 16 = $31 amortized hub allocation + $69 spoke + contractor labor at $85/hr × 18 = $1,530 + initial infra setup $80): **~$1,710 week 1.**

What surprised Sarah in week 1.

The skill volunteered structure she didn’t ask for. When she drafted her first save-cadence message, the skill noticed she hadn’t included a clear opt-out and asked her to add one. Standard TCPA courtesy — she would have remembered eventually. The skill saved her from a Day-14 compliance scramble.

The contractor said the runbook was “way more detailed than I expected for $69.” The integrations folder shipped with API scopes, webhook payload contracts, auth model, env.example.txt. He didn’t need to invent the contract — only to wire PestPac to it.

The seasonal-pause rule should have been on by default. Phoenix is heavy on snowbird customers. Other markets aren’t. Sarah filed a feature request: per-vertical default rules for pest-control. The skill maintainers acknowledged.

07. FIRST SAVE — THE $2,220 PHONE CALL

Day 13. The first real one.

Day 8. First save-cadence touches go out — 41 customers showing failed-payment or downgrade signals. Email + SMS. Eight-hour quiet-hour window respected. Six customers reply within 48 hours: four want to keep service, two want to cancel cleanly.

Day 10. The skill's KPI tracker auto-pulls Friday numbers from PestPac via the contractor's bridge. Sarah gets a Slack DM (they wired the operator-notify webhook to her phone):

```
Week 1 (Day 8):
  41 touches sent · 12 replies · 8 saves
  (3 prepay upgrades, 5 re-treat resolutions)
  4 confirmed cancels · 1 escalation
```

Day 13. The first "this is paying off" moment: a commercial customer who'd missed two months at $185/mo got a save-cadence call from Sarah's office manager. The skill had identified them. The office manager made the call with a pre-authorized 30-day grace + re-treat offer. They stayed.

The math on one call:

```
Customer retained: $185 / mo × 12 = $2,220 / yr
Office manager time: 30 min × $32/hr = $16
Net first-year value: ~$2,200
Multiple of skill ZIP price: 32× — on one call.
```

Sarah forwards the Slack notification to her LP with one line: "the math works."

08. DAYS 8–21 — RAMP

The mid-point audit catches a problem Sarah didn’t see.

Day 14. Mid-point audit. The skill produces a “yellow flag” note Sarah didn’t ask for:

> ***Skill:*** *Voicemail rate has climbed from 21% to 26% over the past 7 days. This isn’t your Retention install — but it’s blocking your save-cadence callbacks. Recommend installing* `ai-receptionist-storm-lead-capture` *(which works for non-storm businesses too despite the name) before week 4 to remove the bottleneck. Confidence: high.*

Sarah hadn’t asked about voicemail. The skill volunteered it from PestPac + RingCentral integration data, recognizing that a Retention install’s success depends on the operator being reachable when customers respond. She authorizes the second install. Contractor starts on AI Receptionist while Retention runs.

Days 15–21. AI Receptionist setup. LiveKit account, SIP trunk pointed at RingCentral, voice provider config (Grok by default), pesticide-vertical triage rules. The skill ships a default for the pest-control vertical: emergency = “bee/wasp sting allergy” or “structural termite alert,” routine = scheduling.

Day 21. Voicemail rate down to 11%. AI Receptionist handling 67% of inbound autonomously; 33% transferred to humans (mostly commercial customers wanting to talk to a person about scope changes). Office manager freed up ~6 hrs/week.

Where weeks 2–3 ended up.

Retention	Touches sent	138
	Replies received	47
	Saves (residential)	11
	Saves (commercial)	12
	Cancels (clean)	9
	Escalations to Sarah	3
Acquisition	Voicemail rate	21% → 11%
	Calls AI-handled	67%
	Calls escalated to human	33%
	Office-mgr hours freed	~6 / week
Investment	Operator hours	9 (weeks 2–3)
	Contractor hours	22
	Cumulative infra cost	$340 (RingCentral + LiveKit + email + LLM)

The Retention install is on pace. The Acquisition install is outperforming the skill's own modeled timeline by ~10 days because Phoenix isn't a storm market — call volume is more predictable, easier to triage.

A side episode: the Pricing skill refuses to opine.

Day 19, in a single 4-hour stretch where the install is running smoothly, Sarah gets curious about repricing her residential plan from $89/quarter to $99. She asks the Pricing Optimizer skill (also in her bundle) to score the move.

> ***Pricing Optimizer skill:*** *I can't opine yet. Two reasons:*
> *(1) you haven't run a willingness-to-pay test on your existing customers. Van Westendorp or Gabor-Granger on your 712-customer renewal cohort over the next 30 days will tell us the optimal-price-point with ±5% confidence.*
> *(2) competitor-band check requires local research first — price-matching specific competitors is Sherman Act § 1 exposed. Recommend bands, not matches.*
>
> *Park this for week 6 once the WTP cycle completes. Don't reprice on vibes.*

Annoying. Correct. Sarah parks the question for week 6.

This is the "math before opinion" rule working as intended. A skill that's willing to refuse the operator is a skill that earns the operator's trust when it eventually says yes.

09. DAYS 22–30 — AUDIT + KPI TRACKERS

The 30-day digest.

Day 28. End-of-month digest from the skill, formatted as the KPI tracker template promised on Day 0:

RETENTION — recurring-revenue-health-monitor		
Week	**Active recurring**	**12-mo churn**
Day 1	2,800	24%
Week 4	2,791	22.1%
Saves in month 1	27 contracts	(11 res + 16 commercial)
Annualized rev. retained (est.)	$21,500	(weighted LTV)
Sustained save rate (est.)	8–15 / mo	after backlog clears

ACQUISITION — ai-receptionist-storm-lead-capture		
Week	**Voicemail rate**	**Calls booked**
Day 1	21%	23%
Week 4	11%	27%
Calls newly captured	+130 / month	vs. baseline
Annualized rev. impact (est.)	$28,000	first-touch + LTV blend

10. 30-DAY BUSINESS IMPACT REPORT

The headline.

~$50K annualized revenue impact range from one Retention install + one Acquisition install in 30 days on a $3.2M-revenue business. That's 1.5% of annual revenue and ~10% of trailing SDE. Tracking toward the documented ~10% margin lift target by 90 days if compounding holds.

Range, not point.

```
Retention annualized impact: $18K–$28K (midpoint $21.5K, depends on save-rate sustainability)
Acquisition annualized impact: $22K–$36K (midpoint $28K, depends on first-touch → recurring conversion)
Combined annualized impact range: $40K–$64K (midpoint ~$50K)
```

The skill refuses single-number forecasts. So do we.

Investment to date.

Skill bundle (one-time)	$499
Contractor labor (40 hrs @ $85/hr)	$3,400
Operator time (23 hrs @ $200/hr opportunity cost)	$4,600
Infra: LiveKit + voice + Twilio + email + LLM, month 1	$640
Total month-1 investment	**$9,139**

Payback math.

Two ways to count it. Both fair. We give you both.

Realized in first 30 days	`$3,800 cash impact`	*(prepay upgrades + recovered AR + saved-call revenue)*
Projected run-rate (annualized)	`~$50K range midpoint`	*($40K–$64K)*
Payback at run-rate	`~67 days`	*if compounding holds*
Payback realized only (no projection)	`Not yet`	*expected day ~80 at current pace*
12-month ROI (mid-range)	`~5–7×`	*on $9,139 invested*

The honest read: $9K invested for $50K annualized impact at the midpoint is good business at any tier of operator. But day 30 is early. The skill itself flagged that month-1 saves are partially backlog-clearing, and the receptionist's first-touch conversion to recurring revenue takes 90 days to mature. Sarah shouldn't put $50K on her LP letter yet. She should put the range, the methodology, and the "next-30-day audit" commitment.

How the “27 saves” number actually breaks down.

If you’re reading this as a buyer trying to figure out whether the math will hold for you, this is the page that matters:

Save type	Count	Avg LTV value	Subtotal
Commercial re-treat resolution	8	~$1,344 / yr	~$10,750
Commercial prepay upgrade	4	~$1,400 / yr	~$5,600
Residential re-treat resolution	9	~$356 / yr	~$3,200
Residential 1-yr prepay	3	~$320 / yr (post-discount)	~$960
Commercial seasonal grace	3	~$1,000 / yr (effective)	~$3,000
Total annualized	**27**	**weighted ~$880**	**~$23,500**

The commercial mix matters. Maverick’s save-economics work because commercial contracts carry 3.8× the LTV of residential. A pure-residential operator at the same churn rate would see roughly half this annualized impact in the first 30 days. The skill ships the rubric that surfaces this; you ought to look at it before assuming your numbers will match.

11. WHAT WORKED

Five things that earned their keep.

01. The /goal entry pattern is genuinely good.

Sarah named the outcome she wanted, the skill verified it with 4 numbers, then it back-solved everything. No diagnostic interrogation, no “let me first explain our framework.” She had a 90-day plan in 18 minutes.

02. The scoring rubric defended itself.

She asked the skill twice “why this lever first?” and both times it walked the math: margin-lift × confidence × payback-speed with anchored examples. She could explain it to her LP without a deck.

03. The KPI tracker spec saved her reporting.

One markdown table per install. The LP gets a board update by copy-paste, not by Sarah building a deck. The trackers update from PestPac via the contractor’s bridge, so Friday’s numbers are real-time, not Sarah’s estimate.

04. The save-cadence templates were 90% right out of the box.

She tuned the AZ pest-vertical voice; the structure was sound. The skill’s default templates respect TCPA, include opt-outs, and handle ambiguous replies with a human escalation path. She didn’t have to design any of it from scratch.

05. The skill volunteered a problem she hadn’t asked about.

The voicemail-rate flag at Day 14 was unprompted, data-driven, and changed her install order. That’s a real diagnostic act, not a chatbot. The skill noticed that her Retention install’s success depended on her being reachable when customers responded — and flagged the bottleneck before it cost her saves.

12. WHAT BROKE

Five things that didn’t.

This page exists because we don’t trust 30-day reports without a failure section. If a synthetic walkthrough is too clean, it’s marketing. Here’s what actually didn’t work:

01. PestPac wasn’t in the FSM adapter list.

Cost 18 hrs of contractor time to build a shim. The skill acknowledges this in the integration runbook — vertical adapter scaffolding is documented — but the bundle marketing implied “drops into your stack” which oversells if your stack isn’t on the supported list. Honest fix: name PestPac and other niche FSMs explicitly on the website.

02. The “30-second install” framing is technically true for Nathan but misleading for spokes.

Nathan loaded in 30 seconds. The Retention spoke took ~24 hours of dev work to wire to PestPac. The honest-scope page says this if you click through, but a first-time buyer with no contractor would have hit a wall on day 2.

03. The seasonal-pause misclassification.

Phoenix is heavy on snowbird customers. The skill’s cadence templates flagged the pattern, but Sarah skipped reading the “exceptions” section. The skill could have caught this during her template tuning by asking “you’ve defined save-offer triggers but haven’t excluded seasonal pauses — common in Phoenix; want me to add the rule?” One missed save. Her fault, but the agent could have closed it.

04. Infrastructure cost trended toward the middle of the disclosed range faster than expected.

Month-1 was $640 with only ~40% of the planned capture. At full month-3 capture she’s projecting $1,400/mo. The disclosed range ($500–$2,200/mo) is honest — she’s just trending toward the middle faster than the early projection.

05. The “max 2 parallel installs” gate was advisory, not enforced.

Sarah almost authorized AR Dunning at Day 21 (third pack) before realizing she’d over-extend her contractor. The skill warned her in the calendar template (“don’t ship more than two in parallel”), but didn’t hard-block. Should be a harder gate.

13. CEO VERDICT + NEXT-30-DAY PLAN

Buy. Do it again.

The bundle is on track to pay back in roughly 67 days against Sarah’s actual operating numbers. The skill behaved like a senior consultant who didn’t need 60 days of slides to find the install — it found the install in 18 minutes from the /goal line.

The one thing it doesn’t fix.

The dev-shaped hole in the stack. If Sarah didn’t have her 10-hr/week contractor, she would have stalled at Day 2 on the PestPac integration. The website’s DIY-vs-Engagement rubric is right: at her profile (mid-stack tech, mid-bandwidth, single-state, decent compliance) the DIY path works. At less-able profiles the engagement is the honest path, and she’d believe that recommendation now in a way she wouldn’t have at Hour 0.

Recommended next 30 days.

Day 31:	Authorize AR Dunning install (third pack). Contractor has bandwidth now that Receptionist is stable.
Day 35:	Run the Van Westendorp WTP study on the 712 customers entering renewal window. The Pricing Optimizer is patient;
Day 60:	Three-pack audit. Verify Retention is on pace for the 6pp churn drop; verify AR over-60 moving toward <15% goal;
Day 90:	Stack the Pricing install. By then she’ll have data and her dev will have the pattern.

14. TELL US YOUR NUMBER

Maverick’s number was ~$50K. Yours will be different.

The most useful thing you can do right now isn’t to buy the skill. It’s to name the one number you’re trying to move and email it to us.

Reply to the email this PDF came in on (or send to `hello@startupformulas.com`) with one line:

> *"The number I’m trying to move is _____. Currently at _____. Target _____."*

We’ll respond within 48 hours with the lever it maps to, the specific spoke skill, and the 30-day calendar shape on your numbers. Same discipline you just saw applied to Maverick. No sales pitch — just the math.

If the math points to a DIY install, we’ll tell you. If it points to the agency engagement, we’ll tell you that too. We refuse to recommend DIY when the operator’s profile says engagement is the right call.

Why we do this.

Synthetic case studies are useful for showing methodology. They’re useless for telling you what your business will see. The only way to answer that question is to do the rubric on your numbers. We’ll do it once, for free, in exchange for the chance to be the team you consider when you’re ready to install.

15. METHODOLOGY NOTES

What’s synthetic. What’s real.

Synthetic.

• The operator (Sarah Kim) and the company (Maverick Pest Control) are composite. No real customer of StartupFormulas was harmed or interviewed in the making of this report.
• All numbers in this report are illustrative. They’re anchored against typical operator data and the rubrics inside the skill, but they are not guaranteed outcomes for any actual business.
• The hour-by-hour timeline is reconstructed from the documented install path; actual operator timelines vary by stack, dev availability, and state-specific compliance.

Real.

• The Nathan Method skill structure, file layout, and routing logic exactly match what ships in the $99 download.
• The /goal entry pattern, scoring rubric (margin-lift × confidence × payback-speed), 90-day calendar template, and KPI tracker spec are real artifacts inside the skill.
• The decision-function code (tier-segmenter, dunning engine, triage decision tree, compliance check) is real, tested, and ships in the spoke skills.
• The honest-scope disclosure ($500–$2,200/mo infrastructure cost, 30–60 day dev integration, DIY-vs-Engagement rubric) is verbatim from the live website.
• The Pricing Optimizer’s refusal to opine without WTP data is the actual behavior the skill exhibits.

Built with.

Claude (Anthropic) running The Nathan Method skill against the Maverick Pest Control composite. Audit pass on math reconciliation: range anchoring, removed single-number forecasts, verified bundle/spoke pricing alignment, verified compliance posture for AZ single-party consent.

Updated: v1.0 · Replace with named-customer case studies as we publish them.

16. RUN THIS ON YOUR BUSINESS

You just watched it run.

Run it on your business. $99, 30 days, refund if you don’t ship.

Three honest paths.

$99	**The Nathan Method hub skill.**	Buy if you have a dev or are tech-fluent.
$499	**Bundle of all 16 skills.**	Saves ~$635 vs à la carte. Best math at 3+ installs.
$15K–$35K	**Agency engagement.**	We install on your stack, run it the first 90 days.

Where to go from here.

- **startupformulas.com/formulas/the-nathan-method** — buy the $99 hub
- **startupformulas.com/formulas** — see all 16 skills
- **startupformulas.com/security** — honest scope + what running this costs
- **startupformulas.com/engagements/day-91-roadmap** — the agency path
- **startupformulas.com/operators** — see your archetype + your /goal example

Or just reply to the email this PDF came in on with the one number you’re trying to move. We’ll send the rubric back. Free.

If you read this far, you’re the audience.

The Nathan Method is built for operators who’d rather read a 28-page field test than a 60-slide deck. Operators who notice when the math doesn’t pencil. Operators who don’t need a consultant to tell them what their wife already told them at the kitchen table.

Run /goal on your business. See what the skill says about your numbers. Refund if it doesn’t fit.

$99 · 30 days · Done.

`startupformulas.com/formulas/the-nathan-method`

— StartupFormulas · v1.0 · Synthetic Use-Case (AI Testing) · Free download