

THE SCALABLE FOUNDER OPS ENGINE



Reach hires, customers,
and investors consistently



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Head of Partnerships @ Tiger

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Still doing any of this manually?

- **Scraping** LinkedIn
- Sending **1:1** messages
- **Forgetting** to follow up
- Letting leads go **cold**

It's not just time you're wasting... it's momentum.



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The best founders don't wait on intros.

They build tiny, compounding systems
that reach the right people every week.

Show up → spark context → stay top of mind

All while shipping.



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There are only 3 pipelines you need to stay alive:

- People who can **build with you**
- People who want to **buy from you**
- People who might **back you**

Everything else is noise.

Don't chase scale, chase signal.



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Step 1

Build micro-CRMs

Not tools. Lists.

- 👉 One for candidates.
- 👉 One for customers.
- 👉 One for angels + funds.

Pull them from LinkedIn. Filter by **title**, **company size**, **funding stage**.

Update them **weekly**. That's your battlefield.



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Step 2

Watch for signals

Don't spray cold messages. Wait for something — anything — to warm it up:

- 👉 They **changed** jobs.
- 👉 They **posted** something relevant.
- 👉 They **viewed** your profile.
- 👉 They **followed** your cofounder.

One signal is all it takes. That's your opening.



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Step 3

Use sequencing, not scripts

Here's the cadence we use:

Connect → Light touch → Soft follow-up → Drop value → CTA

Most people quit after one DM. But every step is a new chance to land.

Follow-up is where the leverage lives.



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Step 4

Don't get blocked

LinkedIn has rules. Don't break them.

Instead:

- 👉 Message inside **Groups**
- 👉 Join **Events** and **DM attendees**
- 👉 Engage **mutuals**
- 👉 Use **cofounder accounts** strategically

It's not about spamming. It's about showing up across surfaces.



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Step 5

Learn from the replies (or silence)

- 👉 Who's **biting**?
- 👉 Which lines **fall flat**?
- 👉 Where do people **click but ghost**?

This isn't "**ops.**" It's early-stage **GTM**. Treat it like that.



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Once it's running,
here's how to
level it up:



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Level up #1

A/B your CTAs

"Any interest?" vs. "Want to try?" vs.
"Worth a quick test?"



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Level up #2

Bucket replies

Curious, cold, hiring soon, not now.
Then tailor follow-ups.



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Level up #3

Tag ghosters

Re-engage 4–6 weeks later with something new (case study, demo, update).



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Level up #4

Score your lists

Who's actually engaging? Double down on that persona.



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Good outreach
doesn't just scale.
It learns and adapts.



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We built Tiger to run this quietly in the background.

**If you want the exact
flow we use,**

DM me **"Tiger"** and I'll send it over.