

Co-Founder & CEO for NewCo

Vertical Software for the Metalworking Industry

Location: Preferably Milwaukee or La Crosse, WI; open to Upper Midwest

About the Company

NewCo is an independent software company being spun out of a technology-enabled machine shop. The platform was originally built to address core operational challenges in quoting, estimating, job management, and shop-floor coordination. **It has been deployed in a real production environment** and has delivered measurable efficiency gains compared to industry norms.

Backed by the Idea Fund of La Crosse, NewCo will take this proven internal system, establish its footing in the market, and commercialize it for the broader U.S. manufacturing sector.

This is a true company-building opportunity with a proven product foundation, committed investor support, and a wide-open path to define the category.

The Role

As **Co-Founder & CEO**, you will lead NewCo from formation to scale. You'll convert a working internal product into a commercial SaaS business, validate product-market fit, establish the go-to-market model, and build the team needed to grow.

What You'll Own

Company Building & Capital Strategy

- Establish NewCo's operating cadence, metrics, and early culture.
- Lead fundraising and investor engagement beyond the initial Idea Fund investment.

Team Building

- Make early hiring decisions and recruit the first team members across engineering, product, sales, marketing, and customer success as timing and priorities dictate.
- Set expectations, processes, and ways of working as the organization scales.

Go-to-Market

- Define and test the commercial strategy: pricing, sales motion, onboarding, and customer success.
- Engage early customers, shape messaging, and refine the path to repeatable revenue.

Product Leadership

- Translate the proven internal software into a scalable SaaS roadmap.
- Work closely with engineering to prioritize features that drive customer adoption and retention.

Who Thrives in This Role

You're likely a strong fit if you are:

- An **entrepreneurial operator** with experience building or leading early-stage software companies.
- A **former founder** looking for a meaningful new opportunity.
- A **manufacturing-tech or industrial SaaS leader** who understands SMB workflows and selling into manufacturing environments.
- Proven in **hiring and leading both technical and commercial teams**.
- Comfortable being a **full-stack CEO role** - rolling up your sleeves to build momentum while setting long-term vision.
- Experienced in fundraising and communicating with investors.
- Manufacturing and metalworking knowledge is a plus but not required.

Compensation & Ownership

This is a **co-founder role with meaningful ownership**. Compensation includes equity and a cash package aligned with venture-backed early-stage expectations. Final structure will be designed collaboratively to ensure alignment for all parties.

Why This Is Different

Most early-stage CEO roles ask you to start from zero. This one starts with:

- **A product that already works** in a demanding environment
- **A clear market problem** felt across a fragmented industry
- **Initial capital committed**
- **Hands-on support** from the product's original creator and seasoned investors
- **A wide open field** to define the software stack for modern metalworking shops

You'll have the runway to build, the autonomy to operate, and the upside that comes with a true co-founder seat.

For More Information

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