

# The Strategy Freelancer

The solo vehicle for advisory work — sells frameworks and diagnostics under own name, no firm brand

TECHNOLOGY CYCLE · ARTIFICIAL INTELLIGENCE



## YOUR TOP-5 ROLE PROFILE

1	The Strategy Freelancer	54%
2	The Scaler	53%
3	The Open-Source Contributor	51%
4	The Strategy Consultant	51%
5	The Capital Provider	51%

## WHAT YOU'RE DEFINITELY NOT

The Community Organizer	40%
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# First — Credit Where It's Due

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Most people drift. They let the algorithm, the job market, or whoever's loudest decide what they work on, and hope it works out. You didn't. You sat down and asked the harder question — given who I actually am, where do I fit, and what should I build? That instinct, to invest in yourself deliberately instead of leaving it to chance, is the single biggest thing that separates the people who ride a hype cycle from the people it flattens. You're already ahead of the room.

So read this as what it is: a serious tool for someone who's decided to take their own trajectory seriously. It won't flatter you — the honest parts are honest on purpose — but it's built to point you at the roles where your specific wiring is an advantage, the moves that compound, and the traps that would cost you the most. You're not starting from zero; you're starting from data about yourself that almost nobody bothers to gather. Let's put it to work.

## "I already have a job — what's this test for?"

Fair question — especially if you're a senior engineer, an established consultant, or anyone who's already good at what they do. This isn't a personality quiz that tells you your "color" and wishes you luck. It's a positioning tool. The uncomfortable truth of every hype cycle is that being excellent at your craft and being well-positioned when the cycle turns are two different things — and the cycle does not care how good your code is. The people who get flattened in a bust are rarely the least skilled; they're the ones who were in the right role at the wrong time, or who never converted a strong skill into a durable position.

So if you're already established, read this less as "who am I?" and more as "where does my existing strength convert into leverage over the next few years — and what's the smallest move that gets me there?" The senior dev whose real edge is explaining, not shipping; the consultant one adjacent skill away from a productized offer; the operator sitting on a network they've never monetized — that's exactly who this is sharpest for. You already have the hard part. This is about aiming it.

## How to read this report

This report puts you first. **Part 1 is your result** — your roles, your ideas, your plan. **Part 2, at the back**, is the how and why: the framework this is built on, and short primers on the personality lenses.

You never need Part 2 to use Part 1. It's there when you want to go deeper — and wherever a term needs unpacking, you'll see a **pointer** to the exact place at the back.

### PART 1 — YOU

- Personal Intelligence Briefing
- Your Personality Type
- Your Top Roles, in Depth
- Synergies & Where You'd Struggle
- Your Entry Pathway & 12-Week Plan
- Every Role, Scored

### PART 2 — THE HOW & WHY

- From Ikigai to Your Score — the Model
- Your Five Dimensions & the Cycle
- MBTI, Explained
- Character Strengths, Explained
- The Framework
- Cross-Role Reading List

PART ONE

# Personal Intelligence Briefing

Executive Summary

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1

# Personal Intelligence Briefing

Generated from your role profile, tech focus, industry, and personal context.

*A note on this section: it is generated by AI from your profile, on a best-effort basis. Treat the business and role ideas as first sketches to pressure-test against your own judgement — starting points, not instructions to follow.*

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## Your Unfair Combination

You sit at the intersection of real estate industry knowledge, AI-cycle timing, and China-based market access — a combination that almost no Western-trained strategy freelancer or consultant operates with fluency. Your top three roles (Strategy Freelancer, Scaler, Open-Source Contributor) cluster around a person who builds frameworks, ships them publicly, and scales what works — and your self-reported INTJ preferences for Ni-driven pattern recognition combined with Te execution architecture make you naturally suited to the kind of systems-level thinking that real estate AI genuinely lacks. The gap between how China's property sector is actually being digitized and how the rest of the world perceives it is enormous, and you are positioned on the right side of that gap. ---

## If You Want to Build Something

### 1. AI-Augmented Due Diligence Layer for Cross-Border RE Transactions

One angle worth testing: a lightweight SaaS or consulting product that wraps AI document analysis (contract review, valuation memo synthesis, regulatory flag extraction) around the specific paperwork stack of China-outbound or inbound real estate deals. Target customers are mid-sized real estate asset managers and family offices doing cross-border transactions who cannot afford a Big 4 team for every deal. Your combination of real estate domain knowledge and AI-cycle awareness lets you frame what the AI should look for — most AI tools in this space are built by engineers who have never read a Chinese land-use-rights certificate.

### 2. Open-Source Real Estate Data Pipeline for Chinese Tier-2/3 Cities

Consider: a public GitHub project that standardizes, cleans, and structures the fragmented public property transaction data available across Chinese municipal websites — something that currently requires manual scraping and local knowledge to access. Target users are researchers, journalists, and PropTech founders who need ground-truth data but lack the language access and local context to collect it. Your Open-Source Contributor score is not accidental: shipping a credible, maintained data tool builds the kind of specific knowledge (see Naval, 2018) that turns into inbound consulting mandates from the exact buyers you want to reach.

### 3. Strategy Frameworks Specifically for AI Adoption in Chinese Property Management

One angle worth testing: a paid content or advisory product — a dense, framework-forward newsletter, cohort workshop, or short report series — aimed at Chinese PropTech founders and real estate operators trying to integrate AI into leasing, facility management, or tenant experience. Most AI strategy content is written for Silicon Valley SaaS companies; the operational realities of Chinese property management (different regulatory context, WeChat-centric tenant communication, different data privacy regime) are almost entirely unaddressed in English-language or even Chinese-language strategic writing. Your Creativity and Love of Learning signature strengths make content production feel like fuel; your Judgment strength means the frameworks you publish will be defensible, not just provocative.

### 4. Remote AI Strategy Sprints for Real Estate Companies Entering or Exiting China

Consider: a productized consulting offer — a defined 4-week diagnostic sprint, delivered remotely — for real estate companies outside China trying to understand AI-driven property management tools developed in China (for potential acquisition, partnership, or competitive intelligence), or Chinese real estate firms trying to adopt AI tools built elsewhere. The deliverable is a structured strategy memo: opportunity map, regulatory flags, three build/buy/partner scenarios. At 10–20 hours a week this fits; one sprint per quarter is a realistic starting cadence. The geographic flag in your profile is an asset here, not a constraint — you are the person who already understands both sides.

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## If You Want a Role, Not a Company

### 1. Head of AI Strategy at a Chinese PropTech or Real Estate Platform

Target companies like Beike (KE Holdings), Longfor Smart Services, or the AI divisions of Vanke or Country Garden's surviving operating entities — firms actively integrating AI into leasing, facility management, or transaction platforms. Your combined real estate background and AI-cycle awareness positions you for a role that most candidates for these seats lack: they are either AI engineers without real estate domain knowledge, or real estate operators without the strategic vocabulary to evaluate AI investments. Build toward this by publishing two or three public strategy pieces on AI in Chinese real estate that demonstrate the synthesis.

### 2. Strategy Advisor or Venture Scout at a PropTech-Focused VC or Corporate VC Arm

While the Capital Provider role is blocked for you right now, the scout or advisor layer is not — and it pays in carry, deal flow access, and network density, not upfront capital. Several China-based or Asia-focused PropTech funds (Gaw Capital's tech-adjacent activity, or corporate VC arms of Ping An's real estate AI division) use external advisors who bring domain depth. Your Judgment strength and INTJ preference for systematic pattern recognition are exactly what a fund needs for deal screening — not a sales personality. Approach by producing one public deal analysis memo on a Chinese AI PropTech company and circulating it directly to two or three fund analysts.

### 3. Freelance AI Readiness Consultant for Real Estate Asset Managers in Southeast Asia or Europe

The geographic flag recommends remote/online delivery, which actually opens the market: European or Southeast Asian real estate asset managers increasingly face board-level questions about AI adoption and have almost no advisors who combine real estate literacy with China's AI context. Position yourself as the person who has seen what AI-enabled property management looks like at scale in China — and can tell them what is and is not transferable. The Strategy Freelancer role at 54% is your highest fit score precisely because solo advisory survives on framework-IP and personal brand; start by publishing the one-page diagnosis described in your first step below.

### 4. AI Product Strategist (Technical PM) at a Global Real Estate Data or Analytics Company

Companies like CoStar, MSCI Real Assets, or Green Street Advisors are actively building AI into their analytics products and need people who understand both the real estate data landscape and how AI models fail in domain-specific contexts. Your INTJ preference pattern aligns with the Technical PM subtype in the MBTI resonance map — architecture trade-offs, not user empathy performance. Get there by contributing one substantive public analysis of an AI-in-real-estate product failure or gap, then using it as a cold outreach artifact to product leaders at these companies.

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## Your Biggest Blind Spot

Your self-reported INTJ preferences carry a specific failure mode in this combination: your Ni pattern-recognition will produce frameworks that are genuinely insightful, but your Te execution instinct will push you toward refining the framework rather than testing it on a real paying customer in the next two weeks — and your Judgment strength, when overused (see Niemiec, 2014), tips into analysis paralysis at exactly the moment when a rough published piece would generate more signal than another week of internal revision. In the real estate AI niche specifically, this matters because the market moves on relationship trust and demonstrated local knowledge, not on the elegance of a framework; the person who publishes something imperfect and visible in week three will outcompete the person who publishes something perfect in month four. ---

## Who You Need as a Partner

You need someone who is SF-dominant in Myers' (1980) framework — a person with strong people-reading instincts and a bias toward relationship maintenance over framework purity — specifically someone with deep WeChat-native network density inside Chinese real estate or PropTech circles, and who is comfortable being the face of warm outreach while you architect the product or deliverable. Concretely: a former real estate broker, PropTech sales lead, or investor relations professional who operates in Mandarin and has a WeChat contact list that overlaps with your target customers. They close the gap that your INTJ profile tends to undervalue — relational capital as a business asset (see Myers, \*Gifts Differing\*, 1980) — and they prevent you from building a technically impressive strategy product that no one hears about. ---

## Your First 30 Days

- Publish a one-page strategy diagnosis on a specific Chinese AI PropTech company or trend (e.g., AI-driven property valuation at Beike, or LLM adoption in leasing ops) — problem, three hypotheses, one recommendation — and post it publicly on LinkedIn or a Substack, making your framework visible.
- Identify three real estate asset managers, PropTech founders, or VC analysts who work at the China–global RE intersection and send each a direct message linking to the diagnosis with one specific question about whether the problem framing matches what they see.
- Map the five most-used open real estate transaction datasets published by Chinese municipal platforms in your city or region, and document what is missing, inconsistent, or requires local knowledge to interpret — this becomes the foundation for either a GitHub project or a consulting artifact.
- Block a fixed 2-hour window on two weekday evenings each week and one 3-hour Saturday block — name these in your calendar as protected project time and treat them as non-negotiable against day-job overflow.
- Write down the single most specific strategy question you have been asked in your current part-time role that relates to AI or real estate, and draft a 400-word answer using a framework you would charge for — this tests whether your current employer is already your first client.
- Find one active open-source project in the real estate data or PropTech AI space on GitHub, read its open issues, and comment substantively on one — not to contribute code immediately, but to establish a presence and understand what practitioners actually find broken.

*Where this briefing draws on your self-reported personality type — especially Your Biggest Blind Spot and Who You Need as a Partner — it combines your role combination with your type. The full basis for the type reading is in Part 2: MBTI, Explained.*

PART TWO

# Your Best Fit

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2



# The Strategy Freelancer

54%

How this % is built: **40.1 pts attraction** · **7.2 pts counter-profile credit** (the opposites don't pull you) · 0 pts neutral ground.

## WHY THIS IS YOUR #1 ROLE

Unusually, this result rests on a single decisive signal rather than a broad pattern. The core driver here is your strong disagreement with the idea of building something widely used while remaining anonymous — a clear visibility-and-recognition marker. Strategy Freelancers in the AI cycle typically work as named advisors, consultants, or thought leaders: they shape how companies adopt AI tools, and their reputation \*is\* the product. Your answer signals that you care about being known for your work, which is precisely the engine that makes this role function. Without that drive for personal visibility, the freelance model collapses — there's no brand to sell.

In practice, this means you'd likely gravitate toward high-profile advisory engagements — helping a company build an AI adoption roadmap, for instance — where your name and judgment are explicitly on the line. The tension to watch: visibility-seeking can shade into positioning over substance. The Strategy Freelancer role rewards credibility compounding over time, which requires the patience to let results speak before the reputation does.

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## HOW YOUR 54% BREAKS DOWN

Pain Tolerance	×20%	<div style="width: 52%;"></div>	52%
Energy & Drive	×20%	<div style="width: 47%;"></div>	47%
Thinking Style	×20%	<div style="width: 49%;"></div>	49%
Experience	×20%	<div style="width: 42%;"></div>	42%
Skills	×20%	<div style="width: 47%;"></div>	47%

The five weighted dimensions behind your score. The middle figure is each dimension's weight in the final number; the bar is how strongly your answers scored on it.

The Strategy Freelancer sells scarce skills positioned around strategy and visibility — advice and judgment, not just execution. In a hype cycle, freelance rates in an in-demand skill peak at €300–500/hour in Phase 3. The strategy positioning raises the ceiling: clients pay for the diagnosis and the direction, not the hours. The cumulative asset is not an audience but a portfolio and a visible track record that makes the next sale easier than the last. The failure pole specific to this subtype is invisibility — a scarce skill with no public proof. In the Linux/Open-Source wave the purest case was Eric S. Raymond, whose single framework (The Cathedral and the Bazaar) was the entire personal brand — solo strategy selling only converts on visible proprietary IP.

#### YOUR PERSONALITY TYPE IN THIS ROLE

As someone leaning INTJ, your dominant Ni + auxiliary Te combination is almost purpose-built for solo advisory work in AI: you naturally synthesize fragmented signals into a coherent strategic picture and package it as a framework clients can act on — precisely the deliverable an AI strategy engagement demands. The knowledge block explicitly names the Strategy Freelancer as a resonant lane for INTJ. The trap is the blind spot around relational capital: solo advisory lives on referrals and visibility, and your preference pattern tends to undervalue the warm-network maintenance that fills the pipeline. A brilliant AI governance framework sitting in a Notion doc no one sees is not a business.

#### YOUR CHARACTER STRENGTHS IN THIS ROLE

Your Creativity and Judgment are the exact combination this role rewards: clients hire you to reframe a problem they've been staring at too long, and you can both generate novel angles on AI strategy and then stress-test them with genuine critical thinking. Curiosity keeps your mental models current across a fast-moving landscape — essential when your credibility is the product. The trap is Judgment flipping into analysis paralysis: in freelance consulting, a client needs a clear recommendation, and continuing to weigh evidence after the call is clear will erode their confidence in you faster than a wrong answer would.

#### How you make money

Direct project revenue from day one, priced on outcome. Realistic Phase 3 rates: €1,000–2,500/day for senior independent strategy work in DACH; €3,000+/day requires a recognizable boutique-brand anchor (in the AI cycle, AI Applied is the template; in yours, the equivalent named-method boutique). Package the advisory rather than selling days: a 2-day diagnostic assessment (€3,000–5,000) as the entry point, a strategy roadmap (€10,000–20,000), and a monthly advisory retainer (€3,000–6,000/month) as the recurring layer — retainers convert lumpy project income into MRR-like stability. The milestone model: first gig at any price for the testimonial, then +30% per subsequent gig until the market pushes back. The structural ceiling without leverage is hours x rate; the escape is framework-IP — a named, reusable diagnostic that you can productize (self-serve assessment as funnel) or license, decoupling income from your time.

#### Failure modes

**Invisibility.** A scarce skill without a visible track record or audience means premium positioning never sticks — you keep competing on price because no one can verify your judgment. Publish the thinking, not just deliver the work. **Feast-or-famine.** You're fully absorbed in a project, stop acquiring, finish it — then have nothing. The fix is counterintuitive: acquire in parallel, always. One outreach message per day, one coffee per week, one LinkedIn post per month. **Hourly rate trap.** Hourly billing has a ceiling: 40 hours x your rate. Value-based pricing or productized advisory decouples your income from your time.

#### When to enter

Phases 2–4. The Strategy Freelancer's best timing is Phase 2–3 (when demand peaks) but the model works in Phase 4 (Trough of Disillusionment) because it has zero infrastructure cost — you can stop and start at any time. The risk is building the entire career in Phase 2–3 hype-rate territory and having no retainer infrastructure when rates normalize.

#### Skills gap

Most Strategy Freelancers are strong at delivery but weak at positioning. The gap is a specific one-liner: not "I'm a developer" but "I help AI founders decide which workflows to automate first." Without the one-liner, you compete on price. With it, you attract the right clients without pitching.

#### DAY-1 TOOLS

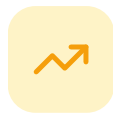
- **GitHub, Notion, or own domain** — Host published memos, frameworks, and case studies that signal what you advise on, free.
- **LinkedIn with one-liner** — Free channel to publish thought-leadership and reach C-level buyers with clear positioning.
- **Substack** — Publish diagnostic memos and framework essays to build the credibility that drives inbound.
- **Upwork, Malt, Toptal** — Optional platform sourcing, though warm intros to C-level are the primary channel (platform takes a percentage).
- **Wave or Invoice Ninja** — Invoice outcome-based and retainer engagements under your own name, free or from €10/month.

#### AI TOOLS TO USE

- Use Proposify or Better Proposals for template-based proposals with e-sign and open-rate analytics, with Claude for custom scope language and pricing rationale.
- Auto-send lightweight touchpoints to warm C-level contacts on a schedule while you are deep in a diagnostic engagement.
- Turn project milestone data and blockers into a weekly client status-update draft ready to send in two minutes.
- Use LexCheck or Ironclad for contract review, with Claude flagging unusual liability, IP-ownership, or non-compete terms (not legal advice).
- Run a weekly comparison of the actual work log against the original engagement scope to produce a flagged scope-creep report.
- Use Bonsai as an all-in-one for contracts, time tracking, and invoicing, or export Toggl/Harvest into the Wave or FreeAgent API.

#### READING LIST

- **The Win Without Pitching Manifesto — Blair Enns** — The canonical text on positioning and pricing as an expert rather than a vendor for solo advisory.
- **The Business of Expertise — David C. Baker** — Positioning in deep verticals, the core discipline for a strategy freelancer's niche.
- **Hourly Billing Is Nuts — Jonathan Stark** — Outcome-based pricing for solo advisors instead of selling workshops by the day.
- **Million Dollar Consulting — Alan Weiss** — The solo-consultant playbook for moving from project work to strategic advisory positioning.
- **\$100M Offers — Alex Hormozi** — The Value Equation for structuring advisory offers that justify premium day rates.
- **So Good They Can't Ignore You — Cal Newport** — Career capital: build the specific-knowledge depth that justifies advising at senior level.



# The Scaler

# 53%

How this % is built: **36 pts attraction** · **11.8 pts counter-profile credit** (the opposites don't pull you) · 0 pts neutral ground.

## WHY THIS IS YOUR #2 ROLE

Like The Strategy Freelancer, this result rests on a single decisive answer rather than a spread, and it is the same one: your rejection of anonymous impact. The Scaler role in the AI cycle — think someone who takes an existing AI product and drives it from early adopters to mainstream enterprise contracts — depends heavily on personal accountability and external recognition. Scalers are named in the room; they close deals, build partner networks, and are measured visibly against growth targets. Your answer suggests you wouldn't thrive in a behind-the-scenes execution role, which is a meaningful fit signal here.

In practice, Scalers operate with high external energy — pipeline reviews, customer-facing roadshows, channel partnerships with AI platform vendors. The role suits someone who draws motivation from measurable, attributed wins. The tension: the same need for recognition that fuels growth can create friction when credit is shared across a team. The best Scalers learn to own the number loudly while distributing the narrative generously — a discipline worth cultivating early.

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## HOW YOUR 53% BREAKS DOWN

Pain Tolerance	x20%	<div style="width: 52%;"></div>	52%
Energy & Drive	x20%	<div style="width: 47%;"></div>	47%
Thinking Style	x20%	<div style="width: 50%;"></div>	50%
Experience	x20%	<div style="width: 42%;"></div>	42%
Skills	x20%	<div style="width: 48%;"></div>	48%

The five weighted dimensions behind your score. The middle figure is each dimension's weight in the final number; the bar is how strongly your answers scored on it.

The Scaler builds a company optimizing for market dominance, growth rate, and exit. Capital from investors is the primary fuel. Growth rate is the primary metric. The Scaler path makes sense in markets that are winner-takes-all (network effects, high switching costs, or extreme economies of scale), large enough to justify a \$100M+ outcome, and moving fast enough that bootstrapped speed is insufficient. Most Scalers fail. The few that work have outcomes that cannot be achieved via any other path. The founding question: "Would you rather own 100% of a company making €200K/year profit, or 5% of a company valued at €100M with no profit yet?" In the Linux/Open-Source wave this was Red Hat (Young & Ewing) and Canonical (Shuttleworth) — venture-or-exit-funded companies built on top of free software, culminating in IBM's \$34B Red Hat acquisition.

#### YOUR PERSONALITY TYPE IN THIS ROLE

The Scaler role fits INTJ when Te has grown dominant enough to build and delegate systems rather than just design them — the knowledge block flags this as a conditional fit, with ENTJ as the prototype. Your edge is the Ni-driven capacity to see where an AI product category is heading before the market confirms it, giving you a timing advantage in deciding when to hire, when to raise, and when to pivot. The trap is the INTJ blind spot of over-strategizing and under-testing: scaling requires rapid small experiments and real customer feedback loops, and your preference pattern tends to dismiss user input that doesn't match the internal model, which at growth stage is a company-killing habit.

#### YOUR CHARACTER STRENGTHS IN THIS ROLE

Perseverance is the load-bearing strength here — scaling an AI product through the messy middle (hiring, operations, retention, repeated firefighting) is a sustained grind that breaks people who run on novelty alone. Your Creativity adds genuine value in positioning and finding unconventional growth levers others miss. The trap is Perseverance becoming sunk-cost blindness: scalers must also know when a channel, hire, or product direction isn't working and kill it fast. If you're grinding because you committed, not because the signal is good, Perseverance has crossed into a liability in a role where pivoting speed matters.

#### How you make money

Capital > runway > product > growth > more capital > exit. Monetization is secondary to growth in Phases 1-3; the Scaler accepts 20-30% dilution per round for the speed to outrun a bootstrapped competitor. Direct monetization is equity, salary, and exit proceeds — the leverage is Capital (raised), Labor (team), and Code (product) simultaneously, the highest multi-leverage role in the playbook with correspondingly the highest failure variance (most Scalers fail). The metrics that unlock the next round: week-over-week growth, retention (Day-30/Month-3), and LTV:CAC >3x at scale. Series A benchmark: >€100K ARR, >10% MoM growth, >85% net revenue retention. Indirect monetization is the serial-entrepreneur network, reputation, and LP relationships that outlast any single company. The Linux-wave outcome scale: IBM's \$34B Red Hat acquisition. The scheme to avoid: token launches with insider vesting or the Angermayer model (listed holding with retail as the lowest tranche) — extraction dressed as a liquidity event.

#### Failure modes

**Building without customer conversations.** Identical to the Micro-Founder trap — but more expensive, because the burn rate means every week of building the wrong product costs €5–15K. The Mom Test conversations in Weeks 1–2 are non-negotiable. **Scaling a broken model.** Turning on paid acquisition before product-market fit is confirmed accelerates the leak, not the growth. If retention is poor, adding spend to acquire more customers is the most expensive mistake in startups. The PMF retrospective is a forcing function: either you have clear signal or you pivot before scaling. **Wrong co-founder or wrong equity split.** The most common source of early startup death is not market, product, or fundraising — it's founder conflict. Equity splits decided "equally" to avoid the conversation lead to unequal contribution and eventual conflict.

#### When to enter

Phases 1–2. The Scaler who enters in Phase 3 is fundraising at the top of the cycle — highest valuations, most competition, least investor appetite for new bets. Phase 1 entry (before the hype peaks) gives the most runway to reach product-market fit before the market gets crowded.

## Skills gap

Most Scalars have strong technical and product skills but weak fundraising and unit economics literacy. The gap is almost always one of: understanding what investors actually want (traction, not idea), modeling LTV:CAC correctly (many founders don't include all acquisition costs), and co-founder selection (making the equity conversation explicit before starting).

## DAY-1 TOOLS

- **Next.js + Vercel or Supabase** — Free-tier product stack for building and shipping the app.
- **Stripe** — Payment processing, free to set up with a percentage per transaction.
- **Carta** — Cap-table management from \$149/month for tracking equity as you raise.
- **Linear or Notion** — Project management, free or from \$8/month.
- **Visible.vc** — Structured investor updates from \$25/month.
- **Pitch or Google Slides** — Free tools for building your pitch deck.
- **Stripe Atlas or local UG/GmbH** — Incorporation, around \$500 (US) or €1,000 (local).

## AI TOOLS TO USE

- Generate investor updates with Visible.vc's structured reporting and data integrations, using Claude to draft the narrative from your KPI export.
- Analyze sales calls with Gong.io, which records and transcribes across your team and surfaces deal risk, or Fireflies.ai plus n8n for smaller teams.
- Turn KPI data and narrative context into a structured board-deck first draft with talking points per section.
- Run a competitive intelligence pipeline with Crayon or Klue to monitor competitor pricing, job postings, and content changes.
- Produce an executive weekly brief by pulling from Linear, Jira, or Notion into a cross-team status summary for the leadership sync.
- Review contracts and term sheets with Ironclad for lifecycle management and clause standardization, and Claude for ad-hoc checks against your templates.

## READING LIST

- **The Mom Test** — **Rob Fitzpatrick** — Customer conversations that produce signal — identical importance to the Micro track.
- **Zero to One** — **Peter Thiel** — Market selection and why you need a 10x-better position in a defensible niche.
- **The Lean Startup** — **Eric Ries** — Engines of growth and the build-measure-learn loop.
- **The Founder's Dilemmas** — **Noam Wasserman** — The data on co-founder selection and equity splits before you decide them.
- **Venture Deals** — **Feld & Mendelson** — Term sheets, dilution, and how VC mechanics actually work.
- **The Hard Thing About Hard Things** — **Ben Horowitz** — Founder psychology and how to navigate crises.



# The Open-Source Contributor

# 51%

How this % is built: **40.9 pts attraction** · **5.5 pts counter-profile credit** (the opposites don't pull you) · 0 pts neutral ground.

## WHY THIS IS YOUR #3 ROLE

This result genuinely rests on the overall balance of your profile rather than any single strong answer, so it's worth being direct about what that means. No individual response pushed hard toward this role — instead, nothing in your answers ruled it out either. The Open-Source Contributor in the AI cycle (think someone maintaining a popular fine-tuning library or contributing to a model-evaluation framework on Hugging Face) is a role that emerges when someone has moderate or mixed signals across visibility, ownership, and pain tolerance — none dominant enough to anchor a sharper archetype.

In practice, this means the role is a possibility rather than a calling for you right now. Open-source contribution rewards people who find intrinsic satisfaction in craft and community, independent of attribution or revenue — and your profile doesn't yet show a strong lean in either direction. The useful question to sit with: do you contribute to AI projects because the problem genuinely compels you, or because you're hoping it builds toward something else? Honest clarity on that distinction will tell you whether this role fits or is simply the residual category your current answers landed in.

## HOW YOUR 51% BREAKS DOWN

Pain Tolerance	×20%	<div style="width: 46%;"></div>	46%
Energy & Drive	×20%	<div style="width: 48%;"></div>	48%
Thinking Style	×20%	<div style="width: 50%;"></div>	50%
Experience	×20%	<div style="width: 42%;"></div>	42%
Skills	×20%	<div style="width: 47%;"></div>	47%

The five weighted dimensions behind your score. The middle figure is each dimension's weight in the final number; the bar is how strongly your answers scored on it.

The Open-Source Contributor builds reputation, skills, and network through contributions to open-source projects. Merged PRs are the credentials — visible, verifiable, permanent. The three subtypes are Documentation Contributor, Code Contributor, and Maintainer/Architect. Most guides assume you start with code; that's wrong for most people. Documentation contributions are undervalued by beginners and overvalued by maintainers — the gap is your entry point. The economic mechanism is indirect: Contributions > reputation > job offers, sponsoring (GitHub Sponsors), or founding. In the Linux/Open-Source wave this was the heartland: Debian Developers and volunteer LKML contributors (Ingo Molnár, Rik van Riel) whose only asset was reputation and commit access — the gift economy where the compounding, non-hype reading attaches.

#### YOUR PERSONALITY TYPE IN THIS ROLE

The knowledge block places INTJ solidly in the Ti-aux cluster that gravitates toward open-source, and in AI specifically this maps cleanly — contributing to projects like inference runtimes, evaluation frameworks, or fine-tuning tooling rewards exactly the kind of deep architectural thinking your preference pattern does well. You tend to produce rigorous, well-reasoned contributions rather than noisy PRs. The trap is the perfectionism noted in the INTJ snapshot: open-source contribution compounds through volume and community interaction, and a tendency to withhold work until it meets an internal standard of completeness will leave you invisible in the communities where reputation actually accumulates.

#### YOUR CHARACTER STRENGTHS IN THIS ROLE

This role sits in the deep-craft cluster that your Curiosity, Love of Learning, and Creativity are genuinely wired for — publishing an AI library or tool rewards exactly the mastery-seeking and generative thinking that feel like fuel to you. The trap, though, is the Curiosity-meets-Love-of-Learning combination producing a perpetual explorer: chasing every interesting thread in the AI ecosystem and accumulating understanding without closing a pull request. Open-source reputation is built on shipped, documented, maintained work, not breadth of interests — Perseverance is the counterweight that turns exploration into a record others can actually use.

### How you make money

Direct monetization is the playbook's hardest case and almost always minimal — grants and sponsoring (GitHub Sponsors), meaningful only at maintainer level: Caleb Porzio built it to \$112K/year for Livewire/Alpine.js, Evan You supports Vite/Vue full-time. For everyone below that, the role is a build-up phase, and the real currency is not merged PRs but demonstrated understanding — an issue comment that diagnoses a root cause is worth more than a typo fix. Indirect (where the value actually lands): reputation > hiring, consulting, or founding. The Linux-wave record is thirty years deep — Ingo Molnár and Rik van Riel from volunteers to paid maintainers, Michael Tiemann from GCC contributor to Cygnus/Red Hat executive. The most common monetization paths: Contributor > Portfolio Developer, Contributor > Educator (publish about OSS), or Contributor > Founder (Harrison Chase / LangChain). The extraction to understand: your work gets captured — AWS hosts open source and earns billions while the maintainer sees nothing — which is why a deliberate conversion plan by Week 12 is non-negotiable.

### Failure modes

**Starting with code instead of reading.** You can't contribute meaningfully to a project you don't understand. Week 1 is reading, not coding. Most people skip this and submit low-quality PRs that waste the maintainer's time. **Code only, no visibility.** 50 merged PRs that nobody knows about have less career impact than 5 PRs plus 2 blog posts. The writing is what makes the work legible to people who don't read commit logs. **No conversion path.** Open source without a plan is a hobby. If you're reading this guide, you want it to lead somewhere. Decide by Week 12 what it leads to: Maintainer, Portfolio Developer, Educator, or Founder.

### When to enter

Phases 1–4. Open-source contribution is one of the few roles that works across the entire cycle because the reputation compound interest doesn't depend on hype. Entry in Phase 1 builds the deepest expertise by Phase 2–3.

### Skills gap

Most contributors have the technical skills but underestimate the relational and communication dimension. The gap is understanding the project's culture — who the maintainer is, how they communicate, what gets approved quickly, what lingers. The first week should be entirely reading: last 30 closed issues, last 10 merged PRs, CONTRIBUTING.md.

### DAY-1 TOOLS

- **GitHub account** — The Day 1 essential — where all open-source contribution happens.
- **A text editor** — Any editor you're comfortable in, to read and edit code you didn't write.
- **Local dev environment** — By Week 3, set up the project locally following its guide — or write that guide as your first contribution.
- **A publishing platform (dev.to, blog, GitHub Discussions)** — By Week 7, a place to publish writing that makes your contribution work legible.

### AI TOOLS TO USE

- Set up an issue-triage bot that auto-classifies new GitHub issues, suggests a label, and drafts an initial response linking to relevant docs.
- Automate version bumps and CHANGELOG entries from conventional commits with Release Please, and use Claude for custom entry phrasing.
- Detect documentation gaps with Swimm when code changes break doc sync, and generate docstring drafts for new functions with Mintlify.
- Clean up stale issues by drafting a closing comment or status-check message when there's been no activity for 90+ days.
- Onboard contributors with Swimm's interactive in-repo code walkthroughs so newcomers read docs in context rather than a separate wiki.
- Generate monthly sponsor update posts from your GitHub Sponsors activity, highlighting recent work.

### READING LIST

- **Working in Public — Nadia Eghbal** — The sociological analysis of open-source contribution culture and the maintainer perspective.
- **Producing Open Source Software — Karl Fogel** — The free, complete operational manual for how open-source projects actually run.
- **GitHub's Open Source Guides — GitHub** — Practical checklists at [opensource.guide](https://opensource.guide) for contributing effectively.

# Your Remaining Roles

Roles #4 and #5 — present in your profile, relevant as supporting roles.

## #4 ROLE



### The Strategy Consultant

51%

The Strategy Consultant sells advisory, IP, and positioning — telling organizations what to do and why, at the level of outcome rather than hours. A Strategy Consultant who charges €3,000/day for a 2-day assessment that saves a client €200,000/year is cheap.

#### MONETISATION

Day rate x utilization, or package pricing weighted toward advisory.

#### KEY SKILLS GAP

Most strategy consultants have domain expertise but lack a reusable framework.

#### WATCH OUT FOR

Too broadly positioned.

## #5 ROLE



### The Capital Provider

51%

The Capital Provider invests in other roles and profits from all of them. In a hype cycle, every project needs capital — and the Capital Provider who enters before the peak holds equity at the lowest valuations.

#### MONETISATION

Returns on invested capital (equity appreciation, liquidation events).

#### KEY SKILLS GAP

Most aspiring Capital Providers lack either capital or deal flow.

#### WATCH OUT FOR

Buying at the top.

# Your Top Five × Your Personality

Your five dimensions rank these roles by fit. On top of that sit two independent lenses — your self-reported type (INTJ) and your VIA signature strengths: which of your highest-scoring roles your temperament tends to resonate with, and which draw on the strengths you already lead with. Where score and personality agree, you can move with more conviction; where they diverge, it's worth a closer look. This is a cross-check — deliberately not part of the score.

#1	<b>The Strategy Freelancer</b> ● <b>Type:</b> resonant with an INTJ temperament <b>Strengths:</b> Creativity, Judgment	54%
#2	<b>The Scaler</b> ● <b>Type:</b> resonant with an INTJ temperament <b>Strengths:</b> Perseverance	53%
#3	<b>The Open-Source Contributor</b> ● <b>Type:</b> resonant with an INTJ temperament <b>Strengths:</b> Perseverance, Love of Learning	51%
#4	<b>The Strategy Consultant</b> ● <b>Type:</b> resonant with an INTJ temperament <b>Strengths:</b> Judgment	51%
#5	<b>The Capital Provider</b> ● <b>Type:</b> resonant with an INTJ temperament <b>Strengths:</b> Judgment	51%

## WHAT THE OVERLAP SAYS

5 of your top five resonate with an INTJ temperament, and your #1 (The Strategy Freelancer) is one of them — your highest-scoring fit is also a natural lane for your type, the strongest kind of signal. 5 of these roles draw on the strengths you already lead with, including your #1 (The Strategy Freelancer), which leans on Creativity, Judgment.

Both lenses are grounded in the maps behind this report and mirror the dots in the full results table. Treat it as a hypothesis, not a verdict — if a “neutral” role clearly fits you, trust that over the label.

# Synergy Combinations

You don't have to pick just one role. Some of your top roles reinforce each other — one builds the audience, another converts it; one sources the deal, another closes it. There are two ways to play a pairing: grow into the second role yourself over time (most people add roles as their first one matures), or team up with a partner who already embodies it. The combinations below are drawn from your own top-five — for each, you see which two fit together and the concrete mechanism that makes them compound rather than compete.

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## The Scaler + The Strategy Consultant

Strategy Consultant + Scaler: many Scalers started as Consultants who published a thesis about a broken market and then realized the company they were describing didn't exist yet — at which point the analytical credibility becomes the investor pitch. The Consultant's documented framework and named methodology de-risk the bet in an LP's eyes the same way a track record does. The conversion question is DeMarco's CENTS test: a consulting practice is hours × utilization with a hard ceiling; the Scaler move is productizing the diagnostic into something that serves 10x clients without 10x work, then raising capital to outrun a bootstrapped competitor.

## The Scaler + The Capital Provider

Scaler + Capital Provider: the Scaler's fuel is raised capital, so the relationship is foundational rather than synergistic-on-the-margin. Pre-seed (€300K-€1M) reaches clear PMF evidence; seed (€1-3M) builds the growth engine; Series A (€5-15M) scales the validated model — each round trades 20-30% dilution for speed a bootstrapped competitor can't match. The non-obvious value beyond the cheque: an Angel who was previously an operator brings the pattern-recognition that de-risks the first hires and the next raise. The Scaler who fills the cap table from high-quality relationships rather than generic outreach raises at better terms.

## The Strategy Consultant + The Capital Provider

Capital Provider + Strategy Consultant: the consulting practice is both the capital source and a continuous deal-flow scanner — every engagement is a paid look inside a company's real numbers and team. A Strategy Consultant charging €3,000/day sees which organizations are about to break out and which founders are worth backing before any pitch deck circulates. The conversion mirrors the Analyst ' Independent Investor path: domain credibility produces inbound, and the most promising relationships convert into angel positions. The economic upside is structural — advisory days are capped by time; equity in the right company is not.

Not every pair of your top roles combines. These two are really the same lane in two modes — you would pick one, not run both at once. Knowing where roles are alternatives rather than complements is as useful as knowing what compounds: it stops you from trying to be two versions of the same person.

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### **The Strategy Freelancer or The Strategy Consultant**

Same work — senior strategy advisory — in two vehicles: solo freelancer versus firm or boutique consultant. The difference is firm-leverage versus personally-earned trust, not complementary skills. You pick the vehicle, not both.

# Where You'd Struggle

Knowing where you *don't* fit is as useful as knowing where you do — the most expensive career mistakes come from forcing a role that fights your nature. These are the two roles your answers fit least: not a verdict on your ability, but an honest read of where the day-to-day would drain rather than energize you. For each you also see *why* — the traits the role leans on hardest, and where your answers landed. Read it as a guardrail.

## LAST The Community Organizer

40%

You're drawn to designing systems and solving for the client—working one step removed, with clarity and leverage—but community organizing demands you live *inside* the friction, showing up repeatedly to hold space, resolve conflicts, and earn trust through presence rather than insight. The constant pressure to monetize (whether through courses, premiums, or artificial scarcity) would force you into exactly the kind of compromise between authentic value and extraction that Strategy Freelancers find most depleting, since you'd be selling your judgment rather than applying it.

### YOUR FIVE DIMENSIONS FOR THIS ROLE

Skills	20% of fit		32%
Experience	20% of fit		42%
Thinking Style	20% of fit		48%
Energy & Drive	20% of fit		54%
Pain Tolerance	20% of fit		56%

All five dimensions this role is scored on, sorted by where the gap hurts most. Where your bar is short, your answers scored low on exactly what the role rewards — that is why it fits you least.

### QUESTIONS WHERE YOU COULD HAVE SCORED — BUT DIDN'T

- I naturally remember who knows whom, who needs what, and how to connect them.  
Your answer: Disagree (2/7) · Skills
- I understand organizations by understanding who talks to whom — not by reading the org chart.  
Your answer: Slightly Disagree (3/7) · Thinking Style

## SECOND-TO-LAST The Talent Scout

41%

### YOUR FIVE DIMENSIONS FOR THIS ROLE

Skills	20% of fit		37%
Experience	20% of fit		42%
Thinking Style	20% of fit		44%
Pain Tolerance	20% of fit		50%
Energy & Drive	20% of fit		51%

All five dimensions this role is scored on, sorted by where the gap hurts most. Where your bar is short, your answers scored low on exactly what the role rewards — that is why it fits you least.

### QUESTIONS WHERE YOU COULD HAVE SCORED — BUT DIDN'T

- I naturally remember who knows whom, who needs what, and how to connect them.  
Your answer: Disagree (2/7) · Skills

· I enjoy selling. Not tolerating it — actually enjoy the process of convincing someone.

Your answer: Slightly Disagree (3/7) · Energy & Drive

# Market & Players in Your Region

AI-generated from live web search of your geography and vertical, best-effort — starting points to check, not verified endorsements.

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China's real estate tech sector is consolidated around major platforms—Beike, Zillow, FangDD, Anjuke, and Leju dominate the landscape (per Tracxn)—but the AI-applied subset remains narrower and more fluid. You're entering a space where roughly 22 AI-specific startups operate in real estate and construction tech, with only 15 funded and 6 having reached Series A+ (Tracxn). Named players include ViAct, XKool Tech, Pin Land Data, R&B Technology, and Public Interest Technology, though their public profiles are thin. The dominant trend across the broader market is property recommendation engines and chatbot assistants for buyers and renters, driven by companies like ByteDance's Doubao and Moonshot's Kimi (which have penetrated consumer AI more broadly).

Your positioning as a strategy freelancer hinges on serving either the large platforms seeking AI differentiation or the lean AI startups navigating funding and product-market fit. The investor base is deep—IDG Capital, Oriental Fortune Capital, Chuxin Capital, Hillhouse Investment, and Vertex Ventures China are active in real estate deals (Shizune)—and several VC funds explicitly target AI. However, most of your potential clients will be scaling startups in the 22-company AI real estate cohort, not the giants. Gopher Asset Management (founded 2010, Shanghai) represents the institutional side focused on asset protection and value growth. Your edge lies in translating broad AI capability into defensible product strategy for real estate verticalization, where execution and timing remain fragmented.

## SOURCES

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Top startups in Real Estate Tech in China (Jan, 2026) - Tracxn —

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# Where Artificial Intelligence Stands Right Now

## Phase 3 (Hype), first cracks of Phase 4 assessed 2026-07 · confidence medium

The post-ChatGPT AI wave is unambiguously in peak Hype (Phase 3): AI took ~80% of all global VC in Q1 2026, ChatGPT crossed ~1B weekly users, and AI-skill wage premiums hit 56%. But Phase-4 precursors are now visible and multiplying — an ~\$800B web of circular Nvidia/OpenAI/Oracle financing under scrutiny, public-market wobbles (KOSPI halt, Nvidia's worst drop in 10 months), a viral MIT '95% of pilots fail' ROI study, and 95+ startup shutdowns plus reverse-acqui-hire roll-ups in 18 months. Frontier labs are consolidating and regulation is arriving, but no broad bust has hit — capital and adoption still overwhelm the shakeout signals, so this is late Phase 3 tipping toward 4, not yet 4.

Seven criteria, one verdict — this is the evidence behind the Timing light on the previous page, graded against the same five-phase model explained in Part 2:

<b>Capital flows</b> Phase 3	AI captured ~\$242B (80%) of global Q1 2026 VC; H1 2026 total venture hit a record \$510B [1][2]. Four of the five largest rounds ever closed in Q1 2026 (OpenAI \$122B, Anthropic \$30B, xAI \$20B) [1]. Non-AI VC, inflation-adjusted, fell below Q1 2020 — extreme concentration typical of peak hype [1].
<b>Talent migration</b> Phase 3 > 4	PwC's barometer shows a 56% wage premium for AI skills, up from 25% a year earlier; frontier labs pay \$600K–\$1M+ with reported billion-dollar packages [3]. Yet ~120K tech roles were cut in 2026 YTD with AI the most-cited driver — a bifurcation where AI-adjacent talent is bid up while broader tech contracts [3].
<b>Media &amp; narrative tone</b> Phase 3 > 4	Coverage is loud and split: Michael Burry re-shorted Nvidia/Micron with apocalyptic warnings, Sam Altman and Goldman flagged bubble dynamics, and 'AI bubble' has its own tracked Wikipedia narrative [5][6]. Backlash/bubble discourse this intense is a classic late-Phase-3 marker [4][6].
<b>Retail &amp; mainstream participation</b> Phase 3	ChatGPT reached ~900M weekly active users by mid-2026 and crossed an estimated ~1B in May 2026 — the fastest consumer-tech adoption curve ever; ~1/3 of consumers now start searches with an AI tool [7]. Full mainstream saturation is quintessential Phase 3.
<b>Regulation</b> Phase 3 > 4	EU AI Act GPAI obligations applied from Aug 2025; the Commission's supervision/enforcement powers over GPAI took effect 2 Aug 2026, with fine authority [8]. High-risk timelines were relaxed in May 2026 (Annex III pushed to Dec 2027) [8]. Rulemaking maturing into active enforcement leans toward Phase 4.
<b>Infrastructure &amp; tooling maturity</b> Phase 3 > 4	LLM inference fell ~1,000x in three years — GPT-4-equivalent output ~\$0.40/M tokens in 2026 vs ~\$20 in 2022; Gartner projects a further >90% drop by 2030 [9]. Commoditizing tokens compress margins for thin 'wrapper' startups even as total AI spend rises (agentic workloads) [9].
<b>Failures &amp; consolidation</b> Phase 3 > 4	~95 shutdowns and ~101 acquisitions across 196 tracked AI startups in 18 months; big tech spent \$20B+ on reverse-acqui-hires (Humane, Limitless) to bypass antitrust [10]. Wrapper startups died as margins fell below 20%; analysts expect 70–90% of AI startups to fail/sell cheap within 18 months [10]. Early shakeout underway.

### What would move the needle

- A frontier-lab down-round or a large public AI-infra name (OpenAI, CoreWeave, Oracle) missing revenue/debt covenants — the trigger for a broad bust
- AI's share of VC falling materially below ~50% for two-plus consecutive quarters (capital rotation out)
- A sustained (>20%) drawdown in AI megacaps/semis that doesn't recover within a quarter, versus 2026's sharp-but-bought dips
- Enterprise AI budgets cut year-over-year as ROI disappointment (post-MIT-study) converts pilots into cancellations
- Unwinding or forced disclosure of circular Nvidia/OpenAI/Oracle financing exposing demand as non-organic

*Grounded in 10dated sources — the full assessment with links lives at roletype's /hype/ai page and is reviewed quarterly.*

# Your Market Reality Check

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Your fit score measures who you are — the two Ikigai circles a questionnaire can honestly measure. The two it cannot measure are market facts: whether the world currently needs this role where you are, and whether it can pay you fast enough. These lights cover exactly that, for your top roles — shown next to your score, never mixed into it.

Green = works in your situation · Amber = workable with a plan · Red = structural obstacle right now · Grey = context note.

## The Strategy Freelancer

- **Ecosystem · GOOD** Location is not a blocker — this role's market is global and works from anywhere.
- **Monetization · WATCH** Revenue is possible early but takes time to stabilize — your runway barely covers the build-up phase.
- **Timing · GOOD** AI is in Phase 3 (Hype), first cracks of Phase 4 — inside this role's best entry window (Phases 2–3–4).

## The Scaler

- **Ecosystem · HARD** This role lives on local density of capital, deals and talent. Without a hub nearby, plan around relocation, heavy travel, or accept a structurally harder road.
- **Monetization · HARD** This role requires deployable capital before it pays anything — which you've indicated you don't have available right now.
- **Timing · GOOD** AI is in Phase 3 (Hype), first cracks of Phase 4 — inside this role's best entry window (Phases 1–2–3).

## The Open-Source Contributor

- **Ecosystem · GOOD** Location is not a blocker — this role's market is global and works from anywhere.
- **Monetization · HARD** This role monetizes indirectly — reputation and audience first, income later (12+ months is normal). Your current runway cannot carry that build-up on its own.
- **Timing · WATCH** AI is in Phase 3 (Hype), first cracks of Phase 4 — adjacent to this role's best window (Phases 1–2); workable, but you're not entering at the ideal moment.

# Your Entry Pathway

The five bars of your dimension profile aren't just a chart — their SHAPE says how you should enter your top role: head-first, credential-first, or over a bridge. This does not change which role fits you; it changes the smartest way in.

## Side Project — build the bridge while employed

Your shape is balanced (endurance 52%, energy 47%, experience 42%) and you're currently employed — the bridge path costs you nothing but evenings.

Keep the salary; build the role in the evenings until it proves itself. Set one honest metric (first paying customer, first 100 readers, first placement) and a review date — the project either earns the right to more of your time, or it taught you cheaply that the fit is theoretical.

## Why this one, not the others

Your shape has no extreme pole that would justify a harder pivot — no endurance gap that needs a course, no capability-vs-record mismatch that needs a mentor. When nothing forces a bigger bet, the lowest-risk route wins: build the role alongside your income until real feedback tells you to commit more.

## The five ways in — where your shape landed

Everyone enters through one of these five. The rule reads your dimension shape top-down and stops at the first that fits — so the one marked below is not the only option, it is the best-matched one for how you actually scored.

- **Cold Water — jump in and learn by doing**  
High endurance and energy, thin track record — you learn fastest inside the arena, not beside it.
- **Apprenticeship — attach yourself to someone who ships**  
Capability ahead of track record — you can already do more than you can prove.
- **Deliberate Practice — you've done it; now do it well**  
Real mileage, but the anchor skill still needs sharpening — improve, don't re-enter.
- **Education First — structured ramp, then switch**  
Low appetite for the role's early volatility — buy certainty before you enter.

- + **Side Project — build the bridge while employed — your path**  
Balanced shape (or currently employed) — build the bridge without quitting.

## YOUR STRENGTHS & THIS APPROACH

Side Project rewards protecting evening time and sustaining a long, quiet build. Of your signature strengths, Perseverance fit this route naturally — lean on them.

*The pathway is derived deterministically from your per-dimension scores on your #1 role and your capacity answers — same input, same pathway, every time.*

# Your Entry Pathway — Where You Start

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The pathway on the previous page is the HOW. This is WHERE you're starting from for The Strategy Freelancer, and the single first move that follows from it.

## WHERE YOU'RE STARTING — NEWCOMER

Your answers suggest you are newer to this domain — the skill is still being assembled and the network is thin. That is not a verdict; every starting state has a viable way in.

## YOUR FIRST MOVE

Given where you stand, the fastest way in is to serve someone already working as The Strategy Freelancer — take a junior task off their plate so the skill and the relationships build while you help. Ship your own small visible step in parallel so you have output of your own: Publish a one-page diagnosis (problem + 3 hypotheses + 1 recommendation) on a target company in your niche — make the framework visible.

*In practice these blend: deliberate study gives you the mental model, serving someone already in the role builds the relationships, and a small visible first step produces the external output. Doing only one of the three is where the sharp failure modes live.*

# Your Realistic Pace

Your capacity: 10–20 hrs/week · 3–6 runway · employed full-time.

10–20 hours a week is a solid side-project pace: the 12-week plan is realistic roughly as written, provided you protect the time against the day job's overflow.

## YOUR CAPACITY INPUTS — AND WHERE THEY COUNT

**Time** (10–20) ' your Realistic Pace cadence + any hard blocks.

**Financial runway** (3–6) ' Market Reality Check (Monetization light) + pace.

**Dependents** (no) ' risk-adjusted flags on high-stakes roles.

**Employed full-time** (yes) ' your Entry Pathway (favours Side-Project) + pace.

**Can invest €5k+** (no) ' gates capital-heavy roles + the Monetization light.

**Network reach** (4/7) ' Ecosystem light + your Entry-Pathway starting point.

**Location** (not specified) ' Ecosystem light for location-dependent roles.

**Risk capacity** (4/7) ' your Realistic-Pace guidance + soft flags on all-in roles.

*No time, no money, no appetite for risk is a valid profile — it just means the fast, low-stakes, reversible first steps are the right ones for now.*

- A 3–6 month runway gives you room to build credibility before monetizing, but keep a near-term income anchor in view.
- You're employed full-time, so this runs alongside a job. Guard against the overflow trap — the day job will always claim 'just one more hour' unless the build has a fixed, defended slot.

## A NOTE ON FIT

**The Capital Provider** isn't realistically viable right now — cannot invest €5k+ — capital provider role requires deployable capital. Revisit when your constraints change.

## HOW PACE ACTUALLY WORKS

The cadence above is yours; these five principles are the same for everyone, and they are where most entries go wrong.

## **Milestones are fixed; only the clock moves**

Entering a role is measured in evidence, not in hours logged. The gates are the same for everyone — a first public artifact, a first person who found you because of it, a first small paid engagement — and they don't get easier if you have less time. Working fewer hours a week doesn't lower the bar; it just stretches the timeline to reach it. Set expectations by the kind of role: a permissionless one (an educator, a curator, an open-source contributor) you can start this week, alone, without capital or permission. A role with a real build phase — a conference series, a fund, a SaaS — runs on a three-to-twelve-month clock before it compounds. A career specialization — a lawyer, journalist or researcher moving into the cycle — is a six-to-twelve-month arc of themed output through your existing domain. Whatever your pace, plan for the arc, not the calendar.

## **Credibility before money**

In the first month it is not about revenue, it is about credibility — the asset every later payoff is built on. The most common mistake across roles is monetizing too early: the educator who wants a course after the third video, the connector who charges for the first introduction, the organizer chasing sponsors at the second meetup. Too early reads as extraction and costs you exactly the people who would have mattered later. But too late is just as dangerous — one of the most influential crypto educators alive was publicly near-broke in 2017 because he never built an economic mechanism at all. The fix is a date set in advance: at six months, at twelve, you check honestly whether this role has a working way to pay someone with your profile. If it doesn't, that is data, not failure.

## **Enter off-peak, not at the peak**

The instinct is to enter when everyone is talking about it. The opposite is true. Start during the hype and you compete with a thousand others who started the same week, have no track record, and are gone when the bust comes. The most profitable entries happen either very early, when almost nobody is watching, or during the bust, when the charlatans have cleared out and serious work finally has room. Time your entry to the need curve, not the noise.

## **The graveyard is unmarked**

Almost everything written about success in tech cycles suffers from survivorship bias: we see the winners and reconstruct, after the fact, why they were destined to win — and never see the identical people who did the same things and failed. Everyone remembers Red Hat; almost nobody remembers Caldera, TurboLinux, Mandrake or Linspire, who did roughly what Red Hat did, at the same time, and died. Red Hat's survival looks inevitable only because the graveyard has no headstones. So be careful copying the winners' exact moves — what looks like 'they executed better' is often just 'they had the network, the timing, or the role that happened to survive.' When something isn't working, the right question is rarely 'did I execute well enough?' It is 'does this role have a functioning economic mechanism for someone like me?'

## **Make the first move small, public, and this week**

The antidote to all of the above is a deliberately rough first step, taken in public, now — not a polished launch but a typo fix on a real project, a single thread, a one-page memo. Do it across two or three candidate roles in parallel and watch which one gives you energy rather than draining it. The most expensive mistake in a hype cycle is not bad timing; it is the wrong role — and the cheapest way to find the right one is to try the smallest real version of each before you commit your runway to it.

TIME THE NEED CURVE, NOT THE NOISE



The shaded band is the optimal entry window — early, before the crowd and the peak.



# Action Plan — The Strategy Freelancer

## HOW TO RUN THIS, GIVEN YOUR ENTRY PATHWAY

Your entry pathway is Side Project: stretch these 12 weeks to ~6 months, one visible output every two weeks, protected from day-job creep.

Reality check — expertise this test didn't measure: this role also needs the same dual bar as the Strategy Consultant — architectural judgment plus commercial/pricing depth. A named framework only sells if there's genuine domain expertise underneath it; without that, it's the charlatan version. The assessment read your temperament and your generic experience/skill, not your field-specific depth — so be honest with yourself about whether you already have it. If you don't, your entry pathway is education-first, not cold-water.

Over the next twelve weeks you build the two assets a solo strategy advisor lives on: a personal brand that signals what you advise on, and a proprietary framework clients reference by your name. Unlike the implementation freelancer who can take a gig in week one, your week one is publishing the first piece that proves how you think — credibility has to exist before the sale. The arc runs from your first public memo to a named framework, paid engagements, and a retainer that ends the feast-or-famine cycle.

## Phase 1 · Positioning (Weeks 1–2)

### Week 1 — Niche diagnosis + first public memo

Identify the narrowest niche where you have credible depth — not "AI strategy" (too broad), not "MLOps for healthcare AI in DACH firms with €10M+ R&D budgets" (too narrow), but the 80th-percentile narrow in between, e.g. "AI maturity assessment for Mittelstand industrial companies." Write a 600–1,200-word memo applying your nascent thinking to one real, publicly-known company in that niche and publish it on LinkedIn or Substack, tagging two or three people in or adjacent to that company. The week's goal is simple and concrete: one published piece live, and one to three substantive comments on it.

### Week 2 — Second memo + framework skeleton

Publish a second memo from a different angle on the same niche, then sketch the first version of your framework: what dimensions does your diagnostic operate on, what questions does it ask, what outputs does it produce? Two pages of bullet points, not a polished deck — and give it a working name (you'll rename it later). By the end of the week your framework-v0.1 exists on paper and two memos are public.

## Phase 2 · First engagements (Weeks 3–6)

### Week 3 — First paid diagnostic (pilot)

Use your two memos to seed conversations with five to ten people in your network at companies in the niche. Offer a free 60-minute diagnostic conversation, and at the end pitch a deliberately undersized paid one-day diagnostic (€800–1,500) as the pilot. The goal is one paid pilot booked; if you get zero, the niche is wrong or your network in it is too thin — pivot the niche, or invest four more weeks in network-building before retrying.

### Week 4 — Pilot delivery + framework v0.2

Run the pilot and take careful notes on where your framework worked, where it broke, which questions you couldn't answer, and what the client found valuable versus confusing. Refine the framework to v0.2 and write a three-page case study (anonymized if needed) — this becomes the proof-asset for your next five sales conversations.

### **Weeks 5–6 — Second & third engagement + conference pitch**

Convert two of your original conversations into paid engagements using the case study, and raise your rate to €1–1.5k/day. In parallel, pitch one talk at a meetup or small conference in the niche — even a 15-minute lightning slot counts. By the end of week six you have two or three engagements delivered or in flight and one talk slot confirmed.

## **Phase 3 - Scaling (Weeks 7–10)**

### **Weeks 7–8 — Talk delivered + outcome-based pricing**

Deliver the talk (it should produce one to three inbound leads) and publish a third memo — by now your cadence is one substantive piece every two to three weeks, which is sustainable. Test outcome-based pricing on the next engagement: "€8k for the diagnostic plus €4k if your team adopts three or more recommendations within 90 days." Most clients counter-propose; the framing itself signals that you think in outcomes, not hours.

### **Weeks 9–10 — Refinement + first retainer**

With three or four engagements done you can see the questions clients keep asking — codify the answers and turn your framework into v1.0: named, opinionated, deliverable. With one client whose engagement went well, propose a retainer: €3–5k/month for ongoing access (one or two calls a month plus async Q&A). Retainer revenue is your escape from feast-or-famine.

## **Phase 4 - Consolidation (Weeks 11–12)**

### **Weeks 11–12 — Synthesis + 90-day plan**

Write a synthesis piece of 1,500–3,000 words — a "what I've learned in 90 days advising X" or a manifesto-style presentation of your framework. This is the keystone content that clients, recruiters, and conference organizers will reference for the next 18 months. Then plan the next 90 days: which three to five named accounts to pursue, what content cadence to hold, and whether to stay solo or build a one-person-firm brand.

## **Role models to reverse-engineer**

The cleanest pattern to reverse-engineer is the named-method senior independent: five-to-ten years inside a strategy house or Big4, then out on their own carrying one sharpened framework-modification into solo practice and building a personal brand around it. AI Applied (Hannah Yacknin-Dawson and team) is the canonical European one-person-firm-brand step beyond pure solo — a public framework (an AI-Maturity-Matrix variant), a recurring content cadence, and a mid-market client roster. The structural move is always the same: a recognizable opinion that pre-sells the engagement before the first call.

## **Watch out for**

### **The invisibility trap**

The framework exists and the diagnostic works, but nobody knows. The symptom is ten weeks in with no inbound. The fix is unglamorous: publish more, tag more, and comment on others' posts in the niche. Your daily 30 minutes of content is the marketing function — skip it for two weeks and the pipeline empties.

### **The generic-framework trap**

If your "framework" is just McKinsey's 3 Horizons or BCG's Growth-Share Matrix re-applied, clients sense it and discount accordingly. At least one dimension or application-mode must be genuinely yours — your modification, your

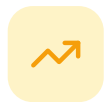
insight, your naming. Without that uniqueness your rate floor is the McKinsey-junior rate (~€800/day in DACH), not the senior-independent rate.

### **The workshop-hours trap**

Selling workshops by the day is the strategy advisor's version of the hourly-rate trap. The escape is outcome-based pricing, a retainer, or a productized diagnostic — a flat fee for applying your framework, regardless of hours. Without that move, the rate ceiling is hard.

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*A note on the examples: these twelve-week plans assume knowledge-work / software by default — the tools, platforms and 'ship code / build in public / apply for roles' language reflect the AI and software wave the playbook was written around. The twelve-week STRUCTURE is universal; only the specifics change. If you're in a different cycle, translate: for a hardware or physical-maker cycle (smart-home hardware, cleantech, robotics), 'publish a project' means ship a real device or firmware, and 'monetize' means selling kits, boards and installs — not SaaS or a salaried dev job. For other software cycles (crypto, local-first, biotech-informatics) the software framing mostly holds; just swap the named tools for your field's equivalents.*



# Action Plan — The Scaler

Over twelve weeks you test whether you're building a venture-scale company — one optimizing for market dominance, growth rate, and exit, with investor capital as the primary fuel and equity value, not profit, as the point. Weeks 1–6 are the same validation phase as the Micro-Founder; divergence starts at Week 7, where you prove unit economics, settle co-founder and equity questions, decide on financing, and build the growth infrastructure. Most Scalers fail; the few that work reach outcomes unreachable by any other path.

## Phase 1–2 · Shared Validation (Weeks 1–6)

### Weeks 1–6 — Validation (shared with Micro-Founder)

Run the same arc as the Micro-Founder: define the problem, conduct 15 Mom-Test conversations, test willingness to pay, scope and build (or fake) an MVP, and win a first paying customer. Two Scaler-specific notes: in Week 3 also size the market, and in Week 6 read the signal differently — one cold-outreach paying customer is stronger PMF evidence than ten friends paying.

## Phase 3 · Business Model Validation (Weeks 7–9)

### Week 7 — Unit economics

Get real CAC-versus-LTV numbers, not projections — what it actually costs to acquire a paying customer per channel and what one pays over their lifetime. If LTV is under 3x CAC, the model doesn't work at scale: growth burns more cash than it creates. Reading: Eric Ries, *The Lean Startup* Ch. 5–8, on engines of growth.

### Week 8 — Co-founder and team

Decide whether you need a co-founder (technical founders need business/distribution; business founders need technical execution) — investors fund co-founder teams at a risk premium. Define roles explicitly this week: the worst conflicts come from ambiguous decision authority, not disagreement on direction. Reading: Noam Wasserman, *The Founder's Dilemmas*, before the equity conversation.

### Week 9 — Financing decision

The question isn't whether to raise but how much, from whom, and at what terms: pre-seed €300K–€1M to reach PMF evidence, seed €1–3M to build the growth engine, Series A €5–15M once it's validated. Each round should extend runway to the next clear milestone. Reading: Feld & Mendelson, *Venture Deals*, before any investor conversation.

## Phase 4 · Growth Infrastructure (Weeks 10–12)

### Week 10 — Three growth metrics

The Scaler lives on three numbers: week-over-week growth rate, retention (Day-30 or Month-3), and LTV:CAC. Growth without retention is a leaky bucket; retention without growth is a plateau. Define "working" thresholds for your category — B2B SaaS to Series A typically needs >10% MoM growth, >85% net revenue retention, and LTV:CAC above 3x. Reading: Andreessen, "The Only Thing That Matters."

## Weeks 11–12 — PMF retrospective and 12-month plan

Take honest PMF inventory using the Sean Ellis 40% test — if fewer than 40% would be "very disappointed" if the product vanished, you don't have it yet, so pivot the hypothesis before scaling a broken model. Then write a 12-month plan: hiring milestones, the next funding trigger, and a repeatable growth channel. Month-12 checkpoint: clear PMF, >€100K ARR, funded team, known channel.

## Role models to reverse-engineer

Brian Armstrong (Coinbase) is the long-game Scaler in a regulated market — YC to regulated exchange to IPO — while Dario Amodei (Anthropic) shows deep-tech company-building in a winner-takes-all market, raising \$8B+. Elizabeth Rossiello (BitPesa/AZA Finance) demonstrates domain knowledge (FX trading) as the unfair advantage, and the Cursor team (Anysphere) shows execution and product quality beating visibility. The most useful model has no Wikipedia page: €600K pre-seed from three angels after six weeks of warm intros, two engineers hired, €450K ARR in 18 months — the median Series A company, not the outlier.

## Watch out for

### Building without customer conversations

Identical to the Micro-Founder trap but far more expensive, because the Scaler's burn rate means every week building the wrong product costs more — a funded Scaler who skips discovery and builds six months on a wrong assumption has spent €100–200K on a pivot. The Mom Test conversations in Weeks 1–2 are non-negotiable.

### Scaling a broken model

The most expensive mistake is turning on paid acquisition before PMF is confirmed. If customers churn after 30 days, referrals don't happen, or the "very disappointed" score is under 40%, spending to acquire more customers accelerates the leak, not the growth. The "we'll fix retention after we grow" rationalization has ended more Scaler companies than any other single failure.

### Wrong co-founder or wrong equity split

The most common source of early startup death is founder conflict, not market or product. Equity split "equally" to avoid the conversation leads to unequal contribution and eventual conflict; vaguely defined roles create authority gaps that explode under pressure. Have the explicit conversation — who decides product, hiring, fundraising — and document it; the cost of clarity is one uncomfortable conversation.

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# Action Plan — The Open-Source Contributor

Reality check — expertise this test didn't measure: this role also needs enough technical depth to contribute something maintainers accept — the entry is open, but the bar to be taken seriously is technical. The assessment read your temperament and your generic experience/skill, not your field-specific depth — so be honest with yourself about whether you already have it. If you don't, your entry pathway is education-first, not cold-water.

Open-source contribution is the cleanest Class-1 entry in the tech-builder cluster — your Day-1 output is genuinely Day-1 (open one issue, file one PR, comment on one design discussion) — and over twelve weeks merged PRs become permanent, verifiable credentials. The counterintuitive sequence is Docs > Issues > Code > Maintenance, not the reverse: documentation work is undervalued by beginners and overvalued by maintainers, and that gap is your entry point. The real currency is not merged PRs but demonstrated understanding — an issue comment that diagnoses a root cause is worth more than a typo fix — and the role is almost always a build-up phase that converts into employment, founding, or maintainership.

## Phase 1 · Orientation (Weeks 1–2)

### Week 1 — Choose project and read, don't code

Pick a project you use daily — not the most popular one, but the one where you have opinions about what's missing or broken — and spend the entire week reading, not coding. Read the last 30 closed issues for recurring patterns, the last 10 merged PRs for how the maintainer communicates and what gets approved quickly, and the CONTRIBUTING.md (if it doesn't exist, that's already a contribution opportunity). Don't fork or set up a dev environment yet; the goal is to understand the project's culture, not its code.

### Week 2 — First contribution: not code

Your first contribution should be documentation, issue triage, or a well-written bug report — not a code PR — because a bug report with reproduction steps, environment details, and a root-cause hypothesis demonstrates more competence than a typo fix. Find an issue reported without diagnosis, reproduce it, and comment with your findings framed as a question ("Could this be related to the race condition in preflight.ts:134-139?" beats a flat declaration). Fork and set up the dev environment this week for Week 3; documentation PRs have the highest acceptance rate and the lowest competition.

## Phase 2 · Building Trust (Weeks 3–6)

### Weeks 3–4 — From observer to participant

Open your first code PR and keep it small — a bug fix, a test, or an improvement, not a new feature, which requires design discussions and trust you haven't earned. Comment on the relevant issue before writing code (or open one if none exists) to show you understand the process, and if the PR sits unreviewed for a week, that's normal — wait 7–10 days before one polite follow-up. In Week 4 add slightly more complex PRs and start leaving substantive review comments on others' PRs ("what happens if the API returns 429?" matters; "missing semicolon" is what linters are for).

### Week 5 — The diagnostic contribution

Skip writing code this week and spend it diagnosing: find an issue unresolved for weeks, read the code, trace the bug, and write a detailed comment explaining what you found even without the fix. In many projects the bottleneck isn't

writing fixes but understanding problems — a contributor who reliably diagnoses issues is more valuable than one who submits PRs needing heavy review, especially on solo-maintainer projects.

### **Week 6 — Retrospective: what kind of contributor are you?**

Stop contributing and assess what got the most response from the maintainer, what you enjoyed most, and where the project actually needs help. The intersection determines your subtype: strong diagnostics point to issue triage and root-cause analysis, a fast-merged docs PR means the project needs a Documentation Contributor, and clean code with smooth reviews puts you on the Code Contributor path. Like the Educator's format, you don't decide your contribution style until you have data.

## **Phase 3 · Visibility (Weeks 7–9)**

### **Week 7 — Write about what you learned**

Write one public piece about a non-obvious thing you discovered while contributing — not "How I Made My First PR," which has been written a thousand times, but a technical insight, an architectural decision you now understand, or a pattern in the project's evolution. These show depth, not participation, and visibility is what compounds.

### **Week 8 — Connect the dots**

Your contributions, diagnostics, and writing should start forming a coherent picture — not "someone who submitted 3 PRs" but "the person who understands this project's session management." File one issue or comment that references your own previous work ("this is related to the corruption I diagnosed in #59 — same root cause, different trigger") to build a visible narrative across your contributions.

### **Week 9 — Own documentation project**

Start a structured documentation effort that doesn't exist yet — a troubleshooting guide, an architecture overview, or an FAQ compiled from real issues — not a single PR. Open a "Documentation Roadmap" issue first and get maintainer buy-in before writing 3,000 words that might get rejected. Proposing and executing a documentation strategy is the step from Contributor to recognized Community Member.

## **Phase 4 · Consolidation (Weeks 10–12)**

### **Weeks 10–11 — Own tool + community role**

Build something small that fills a project gap you now understand — a helper script, plugin, monitoring tool, or config validator — and open-source it, even as a standalone complement rather than part of the main project. Then, if the maintainer is responsive, offer to help with issue triage, PR review, or new-user questions; if they're unresponsive, become the de facto community support person. Warning: don't take on maintainer responsibilities without being asked or without the energy to sustain them — burnout is real.

### **Week 12 — Conversion path**

Decide what the role becomes: Contributor > Maintainer (you've earned trust and are invited — rare but highest-leverage), > Portfolio Developer (your GitHub tells a story more credible than any certificate, the basis for freelance or employment), > Educator (you understand the project deeply enough to teach it), or > Founder (you found a gap the project won't fill and build it yourself, the Harrison Chase model, realistic only if the gap is big enough). GitHub Sponsors is not a conversion path for 99% of contributors — it's a maintainer-level bonus, not a business model.

## **Role models to reverse-engineer**

The conversion ceiling is Harrison Chase (LangChain: OSS project ' VC raise ' CEO, inspiring but not replicable for most) and the slower-but-real arcs of Evan You (Vue.js ' Vite, sustained over years through sponsorship), Sindre Sorhus (1,000+ npm packages, the prolific-breadth model), and Brett Cannon (Python core dev for 20 years — the realistic day-job-plus-sustained-contribution model). The two most instructive are Caleb Porzio, who left a \$90K job, worked

nearly unpaid on Livewire/Alpine.js for a year, then systematically built GitHub Sponsors to \$112K/year and documented the whole strategy; and Milla Jovovich's MemPalace project (a non-developer whose first 14 contributions were pure documentation and issue triage, who became a maintainer by Month 4 of a now-3,100-star project), the clearest example of the Docs ' Triage ' Maintainer path at speed.

## Watch out for

### Starting with code instead of reading

You can't contribute meaningfully to a project you don't understand, which is why Week 1 is reading, not coding. Most people skip this and submit low-quality PRs that waste the maintainer's time — understanding the project's culture and conventions has to come before touching its code.

### Code only, no visibility

Fifty merged PRs that nobody knows about have less career impact than five PRs plus two blog posts. The writing is what makes the work legible to people who don't read commit logs — the contribution and the account of it are two different assets, and only together do they compound.

### Treating the maintainer like a service

"When will you review my PR?" after three days is the fastest way to get ignored — maintainers are volunteers, usually overloaded, not snubbing you. Read Eghbal's Working in Public before you complain about response times; patience with asynchronous communication is part of the role.

### Overclaiming expertise

Diagnosing one bug doesn't make you an expert on the project. Frame contributions as questions, not declarations — "I think this might be the cause" builds trust, while "the bug is in line 374" after two weeks around does not. The same discipline that makes a good first bug report makes a good long-term reputation.

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# Every Role, Scored

Your complete profile — all 27 roles ranked by fit, not just your top five. “Fit” is the overall score; the five columns after it are how that score splits across your dimensions.

PT Pain Tolerance · IE Energy & Drive · DI Thinking Style · EX Experience · SK Skills

#	ROLE	FIT	PT	IE	DI	EX	SK	MBTI
1	<b>The Strategy Freelancer</b> ↳ Creativity, Judgment	54%	52	47	49	42	47	●
2	<b>The Scaler</b> ↳ Perseverance	53%	52	47	50	42	48	●
3	<b>The Open-Source Contributor</b> ↳ Perseverance, Love of Learning	51%	46	48	50	42	47	●
4	<b>The Strategy Consultant</b> ↳ Judgment	51%	53	47	48	42	46	●
5	<b>The Arbitrageur</b> ↳ Judgment	51%	45	50	50	42	50	○
6	<b>The Capital Provider</b> ↳ capacity: Cannot invest €5k+ — capital provider role requires deployable capital ↳ Judgment	51%	50	53	49	42	44	●
7	<b>The Lobbyist</b> ↳ Perseverance	50%	46	50	42	42	38	○
8	<b>The Journalist</b> ↳ Creativity, Curiosity, Perseverance	50%	56	49	48	42	44	○
9	<b>The Conference Organizer</b> ↳ capacity: Limited geographic market access — remote/online approach recommended ↳ Perseverance	49%	50	51	48	42	40	○
10	<b>The Lawyer</b> ↳ Perseverance, Judgment	49%	55	55	50	42	47	●
11	<b>The Analyst</b> ↳ Curiosity, Judgment, Love of Learning	49%	54	49	50	42	53	●
12	<b>The Regulator</b> ↳ Judgment	49%	50	50	50	42	50	○
13	<b>The Tech Genius</b> ↳ Creativity, Curiosity, Perseverance, Judgment, Love of Learning	49%	46	47	50	42	54	●
14	<b>The Product Manager</b> ↳ Judgment	49%	47	50	48	42	46	●
15	<b>The Working Researcher</b> ↳ Curiosity, Perseverance, Judgment, Love of Learning	49%	53	44	50	42	50	●
16	<b>The Micro-Founder</b> ↳ Creativity, Perseverance	48%	47	49	50	42	50	●
17	<b>The Educator</b> ↳ Love of Learning	48%	59	50	50	42	42	○
18	<b>The Developer</b> ↳ Perseverance, Judgment, Love of Learning	47%	43	50	50	42	50	●
19	<b>The Infrastructure Landlord</b> ↳ Perseverance, Judgment	46%	17	50	50	42	50	○
20	<b>The Connector / Broker</b>	46%	43	53	45	42	29	○
21	<b>The Curator / Aggregator</b> ↳ Curiosity, Judgment, Love of Learning	45%	41	48	50	42	50	●

#	ROLE	FIT	PT	IE	DI	EX	SK	MBTI
22	<b>The Bridge Builder</b>	44%	50	51	47	42	44	○
23	<b>The Implementation Consultant</b> ↳ Perseverance	44%	46	50	49	42	48	●
24	<b>The Implementation Freelancer</b> ↳ Perseverance, Judgment	42%	46	48	49	42	48	○
25	<b>The Salesman</b> ↳ Perseverance	42%	50	48	49	42	42	○
26	<b>The Talent Scout</b> ↳ Curiosity, Judgment	41%	50	51	44	42	37	○
27	<b>The Community Organizer</b> capacity: Limited geographic market access — remote/online approach recommended	40%	56	54	48	42	32	○

Dimension figures are each dimension's normalized 0–100 score for that role (Timing is a separate modifier and isn't shown). They won't sum exactly to Fit — Fit weights them (PT 30% · IE 25% · DI 20% · EX 15% · SK 10%) — but they show where each role's score comes from.

The **MBTI** dot marks the roles your self-reported personality type tends to resonate with — a separate lens, deliberately NOT part of the Fit score. A filled dot means natural resonance; hollow means neutral. See “Your Top Five x MBTI” earlier in the report.

PART THREE

# Methodology

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3

# From Ikigai to Your Score

Every number in Part 1 comes from one model, derived in six steps. No hidden magic — this page and the next walk the whole chain.

## 1 Start with Ikigai: four circles — plus timing

The Japanese concept describes fulfilling work as the overlap of four circles. Technology cycles add a fifth force on top: the same role pays completely differently depending on where the cycle stands.

### What you love

What pulls you in and keeps you going when it gets hard.

MEASURED BY THE TEST

### What you're good at

What you have done, and what you can do well.

MEASURED BY THE TEST

### What the world needs

Whether the ecosystem around you currently demands this role.

MARKET FACT — SHOWN AS A LIGHT

### What you can be paid for

Whether this role can pay you fast enough for your situation.

MARKET FACT — SHOWN AS A LIGHT

## 2 The honest cut: a test can only measure what lives inside you

Two of the four circles are traits — they live inside you, and 81 scored questions can measure them. The other two circles are facts about the market, and timing is a market fact too. No self-report can score those honestly, so this report does not pretend to: it measures two circles and SHOWS the rest.

## 3 That cut produces the three layers of this report

### LAYER 1 — MEASURED · YOUR FIT SCORE

#### Personal-Fit Score = what you love + what you're good at

Built from the scored questions across five dimensions (next page). This is the percentage on every role card — it describes WHO YOU ARE, and nothing else.

### LAYER 2 — SHOWN, NEVER MIXED IN

#### Market Reality Check = world-needs + paid-for + timing

Three lights per role: Ecosystem (role's location-dependence x where you are), Monetization (role's revenue speed x your runway), Timing (your field's cycle phase x the role's best entry window). Market facts stay visibly separate from your score.

### THE GATE — BEFORE EVERYTHING

#### Capacity (C-questions) = can you play at all right now

Hours, runway, dependents, capital, network reach, location. Not an Ikigai circle — a pre-filter. It produces the hard blocks and soft flags in Part 1, and your Realistic Pace.

# The Five Dimensions, Derived

## 4 "What you love" splits into three measurable dimensions (60%)

In technology cycles, "love" is not butterflies — it is what you can endure, what energizes you, and what trade-offs you keep choosing. Each of the three gets its own question form, because each is best caught by a different kind of question:

**PT — Pain Tolerance** Endurance of the role's specific negatives: rejection, obscurity, no income for a while, killed projects, stolen credit.  
weight 20%  
*Question form: adverse scenario — "someone presented your work as theirs; you'd keep building."*

**IE — Inspiration / Energy** What genuinely energizes you rather than drains you — the attraction side of love.  
weight 20%  
*Question form: projective — "a Saturday spent doing X is a great Saturday."*

**DI — Dispositions** Thinking style plus lifestyle and scale preferences: niche vs mass, autonomy vs scale, finder vs amplifier.  
weight 20%  
*Question form: forced choice — "I'd rather A than B."*

## 5 "What you're good at" splits into two (40%) — kept separate on purpose

**EX — Experience** What you have actually done. Real exposure counts even when the result was mixed.  
weight 20%  
*Question form: track record — "I HAVE done X."*

**SK — Skills** What you can do well today. High Experience with low Skills reads as 'did it, can get better' — skills are learnable, so this is a pathway signal, never a disqualifier.  
weight 20%  
*Question form: capability — "I CAN do X well."*

All five dimensions carry the same 20% weight — deliberately flat and explainable. The hierarchy lives one level deeper, in the questions.

## 6 How a single question scores: anchors, and the counter-profile

Every question maps to roles with a weight:  $\pm 10$  core anchor ·  $\pm 7$  strong ·  $\pm 5$  normal ·  $\pm 3$  adjacent signal. Positive weights are attraction — the role's core traits pull you. Negative weights are the counter-profile: a role also earns points when its OPPOSITE does not attract you. Disliking the stage is evidence for the builder; disliking politics is evidence for the maker.

That is exactly the split printed on your deep-dive pages in Part 1 — "attraction · counter-profile credit · neutral" — and why it always sums to your fit percentage. Score ' role cards and deep dives. Lights ' Market Reality Check. Gate ' Your Realistic Pace. One model, three layers, nothing blended.

# The Hype Cycle

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Every major technology — Linux and open source, Bitcoin, Ethereum, AI — moves through the same five phases. The phases are not decoration; they decide which roles pay off and when. This is why timing is treated as a full scoring dimension, not an afterthought.

The classical Ikigai model — what you love, what you are good at, what the world needs, what you can be paid for — was designed for stable careers. Hype cycles are not stable. A role can score perfectly on all four of those and still fail because you entered in Phase 4 instead of Phase 2. Timing is the dimension Ikigai does not have, and it is this framework's main addition to it.

## The five phases

### Phase 1 — Emergence

The technology exists, but only insiders know about it. No media attention, no capital inflows, no conferences. (Crypto 2009–2012; AI 2017–2022; Linux 1991–1997.) The need is for Tech Builders, Technical Educators and Open-Source Contributors — nobody needs a Conference Organizer yet.

### Phase 2 — Early Adoption

First products, first communities, media begins to report. Those who enter now build credibility that will be worth gold later. The ecosystem needs structure and connection — Community Organizers, Connectors, early Founders — more than it needs finished products.

### Phase 3 — Hype

Mainstream attention, capital inflows explode, a founding wave, talent demand massively exceeds supply, day-rates triple. Charlatans appear. Demand for Salesmen, Talent Scouts and Infrastructure Landlords spikes — but so does competition.

### Phase 4 — Bust / Consolidation

The cleansing. 80–90% of startups die, freelance contracts vanish, conferences shrink. But the survivors have the market to themselves. Post-crash, the need shifts to Analysts (what went wrong?), Lawyers (what is the regulation?) and Bridge Builders (how do we use what survived?).

### Phase 5 — Maturity

Institutional adoption, regulation, infrastructure becomes a commodity. Roles professionalize, margins decrease, stability increases. The need is for Regulators, institutional Bridge Builders and compliance specialists — governance, not evangelism.

## Reading the cycle you're in

You don't have to guess the phase — the signals peak in a fixed order. Conference attendance turns up first, in the insider phase; then Google Trends and Wikipedia traffic, as the thing goes mainstream; then venture funding, six to eighteen months behind the search peak; then hiring, last of all. When search interest is climbing while funding is still flat, you are early — the optimal entry window for most roles. When all of those signals are falling at once, the cycle has entered the bust. Read your role's optimal phase against where the cycle actually is, and time your entry to the need curve, not the noise: a role can be needed today and oversupplied in six months.

## Dead hypes leave infrastructure

The cast repeats across cycles, and so does the wreckage. The dot-com boom is the closest parallel: Marc Andreessen rode it from Tech Genius (Mosaic) to Founder (Netscape) to Capital Provider (a16z), while more than nineteen of every twenty founders failed — twenty near-identical startups per segment, one Amazon left standing. The 1840s railway boom is the archetypal Infrastructure Landlord story: hundreds of railway companies

went bankrupt, but the track, the steel and the land stayed, and the people who sold the shovels outlasted the people who dug. Linux ran the same roles with almost none of the speculation, and the lowest charlatan density of any cycle — because open source makes faking competence hard: anyone can read the code. That is the reassuring part of the whole model. A hype cycle is fundamentally an opportunity structure, not a fraud structure, and each bust clears the field and leaves the infrastructure the next wave is built on.

### **Roles are ladders, not identities**

Follow the people who won across a full cycle and you see the same move. The role with the lowest entry barrier — Community Organizer, Educator, Open-Source Contributor — is a build-up phase for reputation and network, later converted into a role with far higher monetization: Operator, Founder, Investor. Anthony Di Iorio ran Bitcoin meetups in Toronto with no deep technical skills; at one of them he met Vitalik Buterin, and that network became his ticket onto the Ethereum founding team. What makes these jumps work is skill transfer — the tools or relationships you built in a previous domain compound faster in the new cycle than they ever did in the old one. Nat Friedman's developer-tools instinct won in the Linux wave and is winning again in AI: same person, new cycle, which is this whole framework compressed into one career. The failure mode is the mirror image — those who get stuck in the build-up phase, out of idealism or comfort, accumulate social capital that never converts.

# The 23 Roles in 7 Categories

Every emerging ecosystem has to fill the same set of functions to mature. Someone builds the technology. Someone commercializes it. Someone explains and evaluates it. Someone connects the people. Someone funds it and provides the rails. Someone negotiates its relationship with existing power. None of these are optional — an ecosystem without builders never leaves the research paper; without capital, good ideas die in the trough.

Those functions resolve into 23 roles across 7 categories — six functional families, plus a seventh figure every cycle produces but nobody should become.

## Tech Builders

Scientist (Tech Genius / Working Researcher), Developer, Open-Source Contributor

Build the foundational technology and the tooling on top of it.

## Entrepreneurs & Operators

Founder (Micro / Scaler), Product Manager, Salesman, Consultant, Freelancer (Strategy / Implementation)

Commercialize — turn technical possibility into economic activity.

## Knowledge Producers

Analyst, Journalist, Educator, Curator / Aggregator

Explain, evaluate and filter. Make the incomprehensible accessible and the promotable skeptical.

## Network & Community

Community Organizer, Conference Organizer, Connector / Broker, Talent Scout

Connect the people building it — relationships, events and introductions.

## Capital & Markets

Capital Provider, Infrastructure Landlord, Arbitrageur

Fund it, provide the rails, and profit from the inefficiencies immature markets contain.

## Institutional & Governance

Bridge Builder, Lobbyist, Lawyer, Regulator

Legitimize it — navigate the relationship with existing legal and power structures.

## The Charlatan (anti-type — never scored)

Alchemist, Costume Changer, Time Traveler, Freeloader, Statesman

Extracts value through deception rather than contribution. The pattern to recognize and avoid — never one of the 23 roles you aim for.

## The fault line inside each family

Each family splits along its own fault line, and the split is usually where people mis-sort themselves. Tech Builders divide into the once-in-a-generation Tech Genius and the salaried Working Researcher — very different economics, very different failure modes. The Founder runs on two axes at once: what you build, and whether you are a bootstrapped Micro-Founder chasing freedom or a venture-backed Scaler chasing market dominance — the same title, opposite lives. Knowledge Producers split by audience and depth: the Educator scales through an audience, the Analyst through institutions, and confusing the two is the most common mis-pick in the whole category. Capital roles sit three orders of magnitude apart — the €5k angel, the €10M seed fund and the out-of-reach growth allocator are not the same job. Knowing which side of your family's split you sit on matters more than the family label.

## Same cast, different costumes

The roles are identical across cycles; only the names change. The Tech Genius was Satoshi and Vitalik in crypto, the Transformer authors and Ilya Sutskever in AI, Torvalds and Stallman in Linux, and Adrian Bowyer (RepRap) in desktop 3D printing. The Educator was Antonopoulos in crypto, Karpathy in AI, and Make: magazine and the maker-YouTubers in 3D printing. The Infrastructure Landlord was Bitmain selling ASICs, then CoreWeave selling GPU compute, Red Hat charging rent on free software, and Stratasys plus the filament makers selling the razor blades in 3D printing. In any gold rush, someone sells shovels.

Most people pick a role by identity, not by fit: the coder defaults to Developer even when their edge is explaining (Educator) or building small products (Micro-Founder). A blunt heuristic cuts through most of it — who decides what gets built next quarter? If it is you, you are a Product Manager. If you are convincing others to let it happen at all, you are a Bridge Builder. If you can fire the team, you are a Founder. The mismatch is costly because the roles demand very different pain tolerance, capital, time horizon and skills. This report measures which role fits — not which one sounds good.

## The seventh figure: the Charlatan

Every cycle also produces a figure nobody should aim to become — worth recognizing precisely because it is defined by a mechanism, not a personality: extraction. The Alchemist sells technology that simply does not work as if it does (Theranos, BitConnect); it is the only version that usually ends in court. The Costume Changer never lies outright — he takes a working, boring technology and lets you conclude it is a revolution (a rule-based chatbot rebranded 'Conversational AI', a database sold as 'blockchain'). The Time Traveler sells what might work someday as production-ready and stays unfalsifiable by always moving the date ('full autonomy next year', every year since 2016). The Freeloader attaches to a real trend and sells access — the '€2,000 AI Agency in 30 Days' course from someone six months in. The Statesman is the most dangerous, because he wears institutional legitimacy — the board seat, the keynote, the flattering profile — and when he falls he takes trust in the institution down with him. The uncomfortable part, spelled out in the monetization chapter, is that extraction is a spectrum, not a binary: a consultant selling €200k of 'blockchain strategy' to a clueless company is not committing fraud, but the knowledge asymmetry is the same principle as a token scam in a nicer suit. Seeing the pattern protects you twice — from being the mark, and from the quiet self-deception that your own monetization is somehow above it.

## A job in the industry, or a role in the ecosystem

One last distinction decides whether any of this survives the bust. 'I work in the AI industry' and 'I have a position in the AI ecosystem' are structurally different sentences: one is a job, the other is a role. The functional expert — the PM, the marketer, the recruiter who switched into the hot sector for the paycheck — is by definition replaceable, and first to go when the cycle turns. The subject-matter expert who genuinely understands the industry the technology is trying to enter is more durable, but only becomes permanent by converting into a real role — the way a microfinance analyst became the founder of an African payments company. The test to ask before you commit: will this make me better at something that survives the cycle, or am I just trading a stale employer for a trendier one?

# How Roles Make Money: Direct vs Indirect

Monetization in tech cycles works on three levels — Direct, Indirect, and Schemes — and the difference between them shapes your runway, your risk, and how long you wait to get paid. Underneath all three runs a second axis that decides whether a role compounds or caps out: leverage.

## Direct — like a salary

Direct-monetization roles generate revenue immediately in exchange for specific work: salary, fees, commissions, course sales. Short payback periods, predictable income, tied to ongoing effort — the Freelancer, the Salesman, the Consultant. Predictable and bounded: you put in input, you get output, and it stops when you stop. The ceiling is built into the structure. Roles without leverage trade time for money and hit that ceiling fast; the highest direct earners are the roles with leverage baked in — the Capital Provider takes 2/20 across an entire portfolio, the Infrastructure Landlord scales capacity without extra effort per customer.

## Indirect — like equity

Indirect-monetization roles build an asset first — an audience, a reputation, a network — and monetize it later, often larger and more durable. The Educator, the Community Organizer, the Open-Source Contributor. Unpredictable in the short term, potentially much bigger in the long term. The cost is the gap: you build for months before the asset pays, which is why runway and pain tolerance matter so much for these roles. And indirect is often more valuable than direct — just invisible. Trace one arc: a podcaster whose show earned almost nothing for years, but the network and expertise built along the way made him CEO of a company with \$2.2B in staked assets. Read only the direct column and the Educator looks like a bad choice; read the indirect column and it is a build-up phase for a larger role.

## Schemes — extraction is a spectrum

There is a third level the honest version of this chapter has to name: schemes — the ways each role can exploit its information advantage or structural position to profit disproportionately. And it is not the Charlatan's monopoly. Every single role has extraction patterns, from the consultant's legitimate knowledge asymmetry to the connector's gift-economy gatekeeping. A consultant selling 'blockchain strategy' for €200k to a clueless company is not committing fraud in the legal sense — but the knowledge asymmetry is the same principle as a token scam, just in different clothing. The difference is gradual, not categorical. Seeing this clearly protects you twice: against your own naivety, as the victim of someone else's scheme, and against moral overconfidence — the belief that your own monetization is somehow free of extraction.

## The deeper axis — Naval's four forms of leverage

Cutting across all three levels is the factor that actually decides whether a role compounds across cycles or stays stuck on hours-times-rate: leverage, in Naval Ravikant's sense. There are four forms, and the same skill set monetizes radically differently depending on how many of them the role gives you access to. Roles with multiple leverage forms compound; roles with none hit a ceiling fast, no matter how high the rate.

### Code

replicates while you sleep

Software, a product, a database, an algorithm — built once, it serves the thousandth customer as easily as the first. The Developer's tools, the Founder's product, the Curator's database, the Arbitrageur's trading system.

**Media**

reaches without you present

An audience, a byline, a reputation, a public track record — it works across time zones and while you sleep, and compounds every time you publish. The Educator's audience, the Analyst's report, the Journalist's byline.

**Capital**

money that earns money

Invested capital, a raised fund, runway. The Capital Provider earns 2/20 on the whole portfolio; the Scaler turns raised money into speed a bootstrapped rival cannot match. The highest-leverage form — and the one with the highest entry bar.

**Labor**

other people's effort

A team, associates, volunteers, cohort TAs. The most familiar form of leverage and the one that scales worst — it needs management and does not replicate for free. The Consultant's delivery team, the Educator's studio, the Scaler's engineers.

Read this by your weakest leverage form. If you are choosing between two roles with similar hourly economics, pick the one with more leverage forms — it is the one that will still be paying you in five years. The Connector with only a network is structurally weaker than the Connector who also runs a conference and an angel syndicate; the Educator with only an audience is weaker than the one who has audience plus a course platform plus a cohort plus a studio team — Ali Abdaal's full Media-plus-Code-plus-Labor stack. Neither Direct nor Indirect is 'better' — they fit different risk profiles. But leverage is what turns either of them into something that compounds instead of capping out. If your runway is short, an indirect role with no leverage as your only bet is dangerous; if you can wait, a leveraged indirect role compounds in a way no hourly rate ever will.

# Getting In: The Three Paths

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There are three legitimate ways into any role. Most successful entries combine two or three; pure single-path entries have characteristic failure modes. Your personalized recommendation is in the 'Your Three Ways In' page earlier in this report — this is the general map behind it.

## Cold Water

Pick the role, do the concrete first step, and let skill emerge from the doing. It is the fastest route from decision to visible output and needs nobody's permission. The price is shipping visibly rough first work, and it fails in two ways: burning out at the first public criticism, or spinning endlessly on quality without ever producing enough volume. Best for Practitioners ready to specialize and Veterans shaking off drift.

## Helper — and its three modes

Serve someone already in the role instead of starting your own version — but be honest about which of three modes you are in, because they are not equal. An Onramp is a junior version of the role you actually want — issue-triage for a maintainer, editing for an educator, moderation for an organizer — where skill and relationships build while you serve and you are aiming at your own promotion. Service is paid task-execution with no upgrade planned: legitimate work, but it does not compound into your own role. Relational help builds neither skill nor income and is only worth doing if the relationships generate something downstream — otherwise it is a time-waste dressed as networking. The trap is the comfortable mode that never becomes your own ascent. Usually the natural first entry for Newcomers.

## Own Learning

Deliberate study — courses, books, side-projects, katas — before or alongside the role. It gives you the mental model the other two paths then apply. Its single failure mode is the Drifter: accumulating context indefinitely without ever picking a position. Only ever do this with a target role already in view; learning without a destination is just sophisticated procrastination.

## Combine them, don't pick one

The pragmatic answer is rarely a single path. The canonical combination runs all three at once, with a clean division of labor: Learning gives you the model, Helping gives you the relationships, and a Cold-Water micro-step on the side gives you the externally visible output. Each covers the others' weakness — the micro-step keeps the learner from drifting, the learning keeps the doer from shipping nonsense, the helping keeps both from working in a vacuum.

## Where you're starting

None of these is a character judgment; each just maps to a default path. A Newcomer — new to the domain, thin network — usually starts as a Helper, building skill while serving. A Practitioner with adjacent skills, ready to specialize, is better served by Cold Water or targeted Own-Learning; the Helper path is often too slow for them. A Veteran carries deep material but risks becoming the Senior-Wanderer: all skill, no recent output, two years of consumption mistaken for engagement. The honest test for a Veteran is not 'have I ever shipped?' but 'have I made any cycle-specific move in the last 12 months?'

## When the block isn't skill

Sometimes what stops you is not the path but the obstacle underneath it — and there are three. A craft gap ('I don't actually know how Substack or Stripe or n8n works') is real but the most solvable; it is exactly what tutorials, the implementation guide and AI coding tools are for. A self-trust gap ('do I have anything worth saying, can I charge for this?') dissolves fastest not through solo grinding but through the Helper path, because relational

scaffolding rebuilds confidence faster than working alone. The third is different in kind: a role mismatch ('can I really handle public blowback every week, or founder loneliness for two years?') is not a flaw to grind through. It is a correct signal. If the daily work of the role you imagined drains you in the first thirty days, that is data, not failure — and there are twenty-one other roles.

# MBTI, Explained

Because you told us your Myers-Briggs type, this report can use it as one extra lens on which roles might suit you. But a four-letter code is only useful if you actually understand what sits behind it — and most people took the test once, learned their letters, and forgot the rest. So this section explains the whole system from the ground up: the four letters, the eight underlying 'cognitive functions' that do the real work, and the four families the sixteen types fall into. Then it shows where your own type sits in all of it.

## READ THIS AS A LENS, NOT A VERDICT

One honest caveat first, because this report doesn't sell certainty. MBTI is popular and genuinely useful for self-recognition, but it is not hard science: retake the test a few weeks later and roughly 40 to 75 percent of people get a different type (Pittenger, 1993), and critics such as Adam Grant have called it 'no better than a horoscope.' Treat it the way this report does — as a lens for generating hypotheses about fit, not a verdict on who you are. What matters is resonance: if a description fits, use it; if it doesn't, drop it. Your role scores earlier in this report stand entirely on their own and depend on none of this.

## The four letters

The four letters are four either/or preferences. 'Preference' is the key word — like being right- or left-handed: you can use both, but one feels natural and the other takes effort. Nobody is all one pole, and no pole is better than its opposite.

### Where your energy comes from

#### **E** Extraversion

You think out loud and recharge around people; you tend to act first and reflect after. Wider range of relationships, energized by interaction.

#### **I** Introversion

YOU

You think before you speak and recharge in solitude; you reflect first and act after. Fewer but deeper relationships — the quiet risk is underselling a real contribution.

### What you pay attention to

#### **S** Sensing

You trust facts, details and what's concretely in front of you; you're strong at accurate execution and finishing real systems.

#### **N** Intuition

YOU

You trust patterns, possibilities and where things could go; you're strong at vision, pivots and connecting distant fields. (Abbreviated N so it doesn't collide with Introversion.)

### How you decide

#### **T** Thinking

YOU

You decide by logic, consistency and cause-and-effect, and you'll critique freely; fairness means the same rule for everyone.

#### **F** Feeling

You decide by the effect on people and by shared values, and you appreciate openly; fairness means weighing individual circumstances. These are preferences, not ceilings — as Adam Grant notes, a Thinker can care deeply and a Feeler can reason ruthlessly.

## How you meet the outside world

### **J** Judging

YOU

You like closure — you plan ahead, decide early, and settled matters feel good. The risk is deciding too soon.

### **P** Perceiving

You like to stay open — you gather more, decide late, and flexibility feels good. The risk is things never quite closing.

Your four letters — **INTJ** (The Mastermind) — are just the shorthand. What actually drives the type is the machinery underneath, on the next pages.

# The Eight Cognitive Functions

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Underneath the four letters sits the part almost nobody gets taught: the eight cognitive functions. The letters describe your preferences; the functions describe the actual mental moves you make, and in what order. There are two versions of each — one turned inward (introverted, a lower-case 'i'), one turned outward (extraverted, 'e') — across the four mental activities of Thinking, Feeling, iNtuition and Sensing.

**Ti****Introverted Thinking**

Building a precise, internally consistent model of how something works, for its own sake. Asks 'is this logically true?' — the impulse to take an idea apart until it's coherent.

**Te****Extraverted Thinking** · in your stack

Organizing the outer world to get results — plans, metrics, systems, decisions. Asks 'does this work, and can we ship it efficiently?'

**Fi****Introverted Feeling** · in your stack

A deep inner compass of personal values and authenticity. Asks 'does this align with what I believe is right?' — quiet, strongly held, hard to argue someone out of.

**Fe****Extraverted Feeling**

Reading and tending the emotional field of a group — harmony, others' needs, social warmth. Asks 'how does this land for the people involved?'

**Ni****Introverted Intuition** · in your stack

Converging on one deep insight, or on where things are quietly heading. Asks 'what is this really, underneath?' — synthesis that can feel like knowing before you can explain.

**Ne****Extraverted Intuition**

Fanning outward into possibilities and connections. Asks 'what else could this be — what if?' — the idea-generator that sees ten branches from one seed.

**Si****Introverted Sensing**

A detailed internal library of past experience and how things reliably are. Asks 'how has this worked before?' — the memory for detail that keeps things from breaking.

**Se****Extraverted Sensing** · in your stack

Full-contact attention to the concrete present — what's actually happening right now. Asks 'what does the moment demand?' — quick, adaptive, hands-on.

# The Four Families

Zoom out and the sixteen types fall into four families, grouped by the two middle letters — what you pay attention to (S or N) crossed with how you decide (T or F). Each family has a recognizable centre of gravity and a set of fields it clusters in (the percentages are from Isabel Myers' occupational data). These are tendencies, not fences: they tell you which lanes are worth investigating first, not the only lanes open to you.

## **NT** iNtuitive Thinkers INTJ · INTP · ENTJ · ENTP

**YOUR FAMILY**

The systems-and-strategy family — logical, ingenious, drawn to abstraction and willing to bet on under-specified ideas. 77% of research scientists in Myers' data were NT. Leans toward research, engineering R&D, technology, strategy and law — and, in this report's terms, the Tech Builder and Founder-Scaler roles.

## **NF** iNtuitive Feelers INFJ · INFP · ENFJ · ENFP

The meaning-and-people family — enthusiastic, insightful, driven by values and narrative. 76% of counseling samples were NF. Leans toward writing, teaching, psychology and advocacy — and here, the Knowledge Producer and Bridge Builder roles.

## **ST** Sensing Thinkers ISTJ · ISTP · ESTJ · ESTP

The practical-and-precise family — matter-of-fact, reliable, strong with concrete systems and execution. 64% of accountants in Myers' sample were ST. Leans toward finance, engineering, accounting and operations — and here, the implementation, product and institutional roles.

## **SF** Sensing Feelers ISFJ · ISFP · ESFJ · ESFP

The hands-on-and-caring family — sympathetic, friendly, tuned to real people in the present. 81% of sales/service samples were SF. Leans toward sales, service, healthcare and front-line teaching — and here, the relationship-facing roles.

# How INTJ Actually Runs

Every type runs four of these eight functions in a fixed order — its 'function stack.' The order matters more than the list, because the first is who you are on autopilot and the last is where you're clumsy and where stress lands.

## Ni

1ST · DOMINANT

### Introverted Intuition

Converging on one deep insight, or on where things are quietly heading. Asks 'what is this really, underneath?' — synthesis that can feel like knowing before you can explain.

*Dominant: Your effortless default — the mental move you trust most and reach for without thinking. It's the strongest colour in how you see the world.*

## Te

2ND · AUXILIARY

### Extraverted Thinking

Organizing the outer world to get results — plans, metrics, systems, decisions. Asks 'does this work, and can we ship it efficiently?'

*Auxiliary: Your strong right hand. It balances the dominant — if the dominant points inward, this one reaches outward — and it's the function most worth deliberately developing.*

## Fi

3RD · TERTIARY

### Introverted Feeling

A deep inner compass of personal values and authenticity. Asks 'does this align with what I believe is right?' — quiet, strongly held, hard to argue someone out of.

*Tertiary: A supporting move that tends to strengthen with age and experience, rounding you out as you mature.*

## Se

4TH · INFERIOR

### Extraverted Sensing

Full-contact attention to the concrete present — what's actually happening right now. Asks 'what does the moment demand?' — quick, adaptive, hands-on.

*Inferior: Your blind spot and your stress-point — underdeveloped, a little sore to use, and where growth costs the most. When you're overwhelmed, this is usually what's misfiring.*

The pattern to remember: your **Ni** is effortless and your **Se** is where stress and growth live. Most development is really about maturing the second function and making peace with the fourth.

# INTJ — The Mastermind

Independent strategists who see the world like a chessboard — planners and lifelong learners for whom achievement is the primary value. Among the highest-income types.

## Where it's strong

Long-range strategy and outside-the-box problem-solving.

## Where it's sore — your growth edge

Inferior Se: high-touch relational work and being present in the moment don't come naturally.

## Your stack, in one line

Ni · Te · Fi · Se · dominant to inferior.

## Where your type sits

All sixteen types, by family. Yours is highlighted — resonance is the signal, so if a neighbour fits you better than your own label, trust that.

### NT — INTUITIVE THINKERS

<b>INTJ</b> The Mastermind	<b>INTP</b> The Architect	<b>ENTP</b> The Visionary	<b>ENTJ</b> The Commander
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### NF — INTUITIVE FEELERS

<b>INFJ</b> The Counselor	<b>INFP</b> The Healer	<b>ENFP</b> The Champion	<b>ENFJ</b> The Teacher
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### ST — SENSING THINKERS

<b>ISTJ</b> The Inspector	<b>ISTP</b> The Craftsman	<b>ESTP</b> The Dynamo	<b>ESTJ</b> The Supervisor
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### SF — SENSING FEELERS

<b>ISFJ</b> The Protector	<b>ISFP</b> The Composer	<b>ESFP</b> The Performer	<b>ESFJ</b> The Provider
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# Character Strengths, Explained

You told us your VIA character strengths, so this report can use them as one more lens. VIA (the Values in Action survey) is the strengths framework from positive psychology — where MBTI sorts you into a type, VIA does something different: it ranks all 24 character strengths for you, and your top few — your 'signature strengths' — are the ones that feel most like the real you and that energize you when you use them.

## FIRMER GROUND THAN MOST PERSONALITY TESTS

This one leans on firmer ground than MBTI: VIA came out of a large academic effort (Peterson & Seligman, 2004) to catalogue what's best in people across cultures, and everyone has all 24 — it's the ranking that differs. Still, use it the same way: as a lens, not a cage. The value is that work which draws on your signature strengths tends to feel less like effort and more like fuel — which is exactly the 'what energizes you' question this whole report weights so heavily.

## The six virtues

The 24 strengths group under six broad virtues — the moral traits that show up, in some form, across virtually every culture and philosophical tradition. Think of the virtues as the headings and the strengths as the concrete, usable versions underneath.

### Wisdom & Knowledge 4 of your signature strengths

Cognitive strengths — how you acquire and use knowledge.

### Courage 1 of your signature strength

Emotional strengths — exercising will to reach goals against resistance.

### Humanity

Interpersonal strengths — tending and befriending others.

### Justice

Civic strengths — the foundations of healthy community life.

### Temperance

Strengths that protect against excess.

### Transcendence

Strengths that connect to the larger universe and provide meaning.

# All 24 Strengths, by Virtue

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Everyone has all 24; only the ranking differs. Yours are highlighted.

## WISDOM & KNOWLEDGE

- Creativity
- Curiosity
- Judgment
- Love of Learning
- Perspective

## COURAGE

- Bravery
- Perseverance
- Honesty
- Zest

## HUMANITY

- Love
- Kindness
- Social Intelligence

## JUSTICE

- Teamwork
- Fairness
- Leadership

## TEMPERANCE

- Forgiveness
- Humility
- Prudence
- Self-Regulation

## TRANSCENDENCE

- Appreciation of Beauty & Excellence
- Gratitude
- Hope
- Humor
- Spirituality

# Your Signature Strengths

The 5 strengths you reported as most yours — the ones that tend to feel energizing rather than effortful. They lean toward Wisdom & Knowledge, which is worth noticing: roles that reward that virtue will tend to sustain you.

New to VIA character strengths? The primer — what it is, and all six virtues — is in [Character Strengths, Explained](#) in the reference section at the back.

**1 Creativity** · Wisdom & Knowledge  
Thinking of novel and productive ways to do things; original, adaptive ideas.

**2 Curiosity** · Wisdom & Knowledge  
Taking an interest in experience for its own sake; exploring and discovering.

**3 Perseverance** · Courage  
Finishing what you start; persisting despite obstacles; taking pleasure in completing.

**4 Judgment** · Wisdom & Knowledge  
Thinking things through, weighing evidence fairly, not jumping to conclusions.

**5 Love of Learning** · Wisdom & Knowledge  
Mastering new skills and bodies of knowledge, systematically, for the joy of it.

# Cross-Role Reading List

These sources apply regardless of which role you pursue — the macro context in which every hype-cycle role operates.  
Source: The Hype Cycle Playbook Implementation Guide v19.

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## THE MACRO CONTEXT & CYCLE THEORY

### **Situational Awareness (2024)** — Leopold Aschenbrenner

The most important post-2023 AI macro analysis — AGI timelines, compute scaling, geopolitics. It answers 'what's coming?'; this report answers 'how do you position yourself?' Free at [situational-awareness.ai](https://situational-awareness.ai).

### **Technological Revolutions and Financial Capital (2002)** — Carlota Perez

The macro theory this whole framework rests on — Installation, Turning Point, Deployment. 'Perez for careers.'

### **Crossing the Chasm (1991, 3rd ed. 2014)** — Geoffrey Moore

The technology adoption lifecycle and the gap between early adopters and the mainstream — the timing logic under every role's window of opportunity.

### **Diffusion of Innovations (1962)** — Everett Rogers

Adopter categories describe who adopts a technology; you're on the supply side deciding who profits from that adoption, so knowing the demand curve is basic literacy.

### **EU AI Act — Summary & Timeline** — European Commission

If you operate in Europe, this shapes every role; compliance is not optional. Free at [ec.europa.eu](https://ec.europa.eu).

### **a16z AI Canon** — Andreessen Horowitz

A curated list of foundational AI papers, posts and courses — a good starting point for technical literacy across roles. Free at [a16z.com](https://a16z.com).

## LEVERAGE & ASYMMETRIC ADVANTAGE

### **The Almanack of Naval Ravikant** — Eric Jorgenson

Leverage thinking — code, media, capital, labor — plus specific knowledge, which applies to every role's scaling strategy. Free.

### **The Millionaire Fastlane (2011)** — MJ DeMarco

The CENTS test (Control, Entry, Need, Time, Scale) — a fast filter for whether any role or offer you pick can actually compound instead of just paying by the hour.

### **Zero to One (2014)** — Peter Thiel

Contrarian thinking as asymmetric advantage — the discipline of finding the position others have dismissed, useful whichever role you occupy in a crowded cycle.

## CAREER & POSITIONING SCIENCE

### **So Good They Can't Ignore You (2012)** — Cal Newport

Skill-mastery precedes passion, not the reverse — the case for building rare, valuable skills first, whichever role you're testing.

### **Deep Work (2016)** — Cal Newport

The producing-versus-consuming distinction — the antidote to the tutorial-consumer trap where you keep learning and never ship, a failure mode common to every role.

### **Making Vocational Choices — RIASEC (1973 / 1997) — John L. Holland**

Fulfillment depends on the fit between personality and environment — the basis for reading a role mismatch as a correct signal to move, not a deficiency to grind through.

### **Mindset (2006) — Carol S. Dweck**

Growth-versus-fixed framing — whether you treat a craft gap as overcome-able or as an identity verdict, which decides how you respond to early failure in any role.

## **NETWORK, COMMUNITY & RELATIONSHIPS**

### **Swarmwise (2013) — Rick Falkvinge**

A one-evening tactical manual for any role that builds audience or community — the Three Magic Group Sizes (7/30/150), meetings as heartbeats, the Law of Two Feet. Free at falkvinge.net.

### **Never Eat Alone (2005) — Keith Ferrazzi**

The relationship mechanics under every role — the Ping System for keeping ties warm, sponsoring juniors, and curated dinners as the highest-leverage networking format.

### **Give and Take (2013) — Adam Grant**

Givers out-perform takers over the long run — and asking generously and explicitly is part of what givers do; the report treats under-asking as the most common cross-role gap.

### **The Strength of Weak Ties (1973) — Mark Granovetter**

Why loose acquaintances carry disproportionate information and opportunity — the mechanism behind why widening your network at the edges matters in every role.

## **SALES, PERSUASION & COMMUNICATION**

### **\$100M Offers (2021) — Alex Hormozi**

Most 'I can't sell' problems are actually offer problems — this is the offer-construction anchor, and every paid role eventually needs a clear, priced offer. Around 10 euro.

### **Predictable Revenue (2011) — Aaron Ross**

The outbound-process anchor — Seeds/Nets/Spears lead sources and why 30 researched cold emails beat 1000 templated ones; relevant to any role that has to reach strangers.

### **Influence (1984) — Robert Cialdini**

The six principles (reciprocity, commitment, social proof, liking, authority, scarcity) — the behavioral mechanics under every pitch, ask, and audience-build across roles.

### **Supercommunicators (2024) — Charles Duhigg**

Distinguishing decision, emotional, and identity conversations — plus looping-for-understanding, the micro-skill most builders lack until a high-stakes conversation goes sideways.

## **MARKETS, RISK & METHODOLOGY**

### **The Winner-Take-All Society (1995) — Robert Frank & Philip Cook**

Why small differences in ability translate into vast differences in reward in concentrated tech markets — the structural reason positioning and timing matter so much.

### **Antifragile (2012) — Nassim Nicholas Taleb**

Profiting from volatility rather than merely surviving it — a lens for choosing roles and bets that gain from cycle turbulence instead of breaking under it.

**Foiled by Randomness (2001)** — Nassim Nicholas Taleb

Survivorship bias and luck-versus-skill in outcomes — a guard against copying visible winners without seeing the invisible graveyard of those who ran the same play.

# What Your Answers Reveal

*Your profile reveals someone in a genuinely exploratory phase—not indecisive, but deliberately keeping options open. Nearly 85% of your answers clustered around the middle of the scale, which signals something important: you're not filtering out possibilities through strong conviction; instead, you're holding multiple frameworks simultaneously. This is either a signature of someone actively testing different identities in the AI ecosystem, or someone whose circumstances shift frequently enough that a fixed position feels premature.*

*What's distinctive is the narrow separation between your top contenders. There's no clear winner emerging—your highest-scoring roles sit within a fraction of a point, meaning you genuinely could credibly occupy any of three distinct positions. This flat-topped distribution typically emerges when someone has real capability across multiple domains but hasn't yet crystallized which one aligns with current constraints or appetite.*

*The tension worth naming: you score comparably high in roles that demand opposite orientations—one pulling you toward collaborative, community-embedded work, the other toward capital deployment and command decisions. Both are energized by your drive and initiative, but they require different operational styles. This pairing is rare, and when it appears, it usually signals someone who's built bridges between maker and decision-maker worlds, or who moves fluidly between them.*

*What's limiting you more than aptitude is pain tolerance—specifically capital constraints and geographic reach. Your answers suggest you're genuinely comfortable with uncertainty, but you're not willing to bet five figures on unproven territory. That's a rational hedge, not a weakness. The implication: your next role likely lives in remote, capital-light spaces where leverage comes from pattern recognition and coordination rather than cash deployment. Your energy is there. The question is which kind of puzzle energizes you most.*