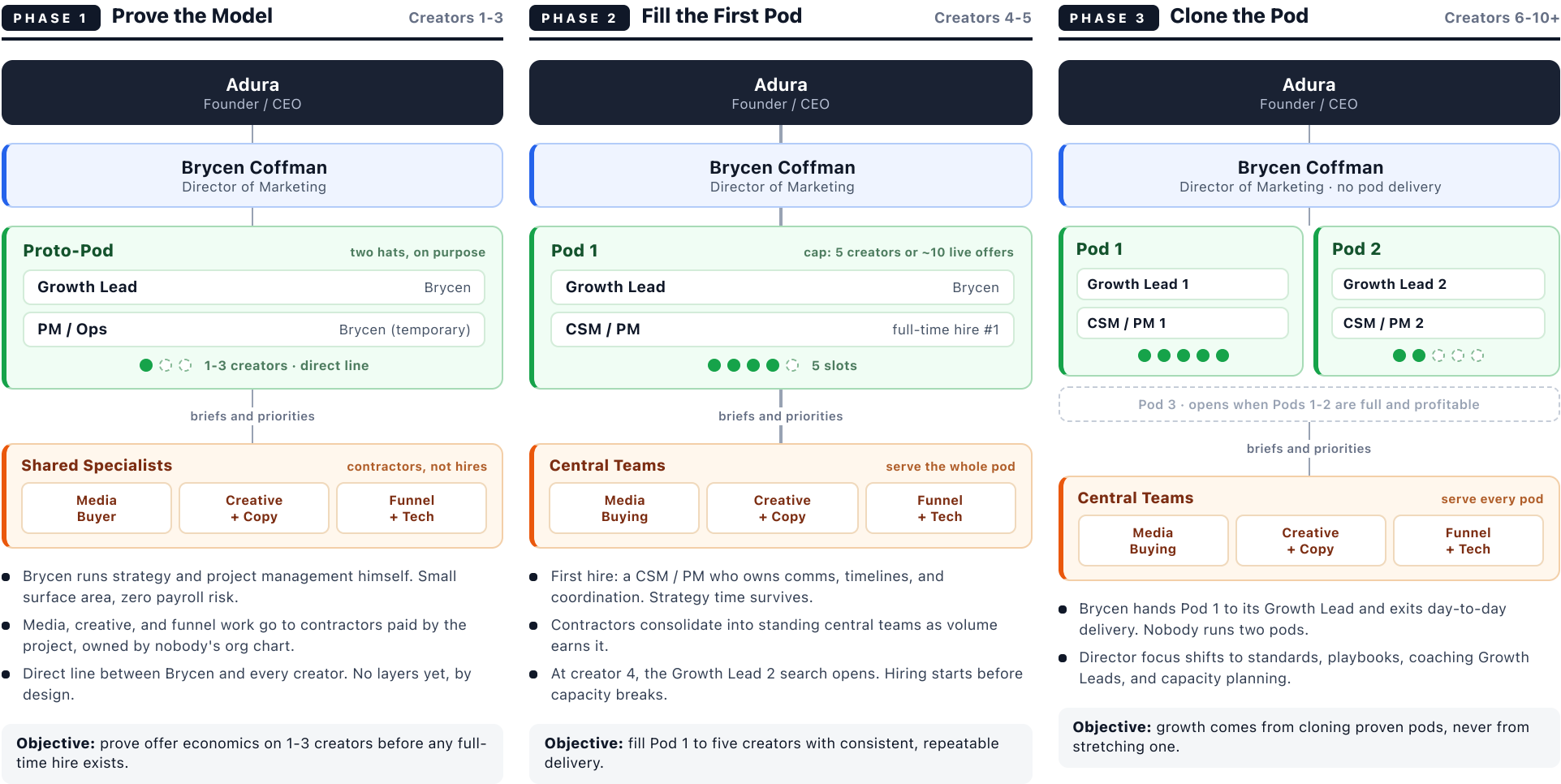


The Pod Model

Fulfillment scales by cloning a proven pod, not by stretching people. Five creators per pod, one strategist accountable for each, every hire tied to a trigger. Prove one pod, then clone the system, not the chaos.

- Executive
- Director
- Pod (strategy, client-facing)
- Shared services (execution)



- 1

Nobody runs two pods.

Including the Director. Especially the Director.
- 2

Hires wait for events.

Triggers on page 2. No vibe-based headcount.
- 3

Clone only proof.

Full and profitable pods earn a sibling. Nothing else does.

Operating Detail

The part that turns an org chart into a plan: who owns what, and the exact trigger behind every hire.

Roles on the field

One line each. If a role needs a paragraph, it is two roles.

- Adura · Founder / CEO**
Vision, capital, creator acquisition and partnerships, final calls.
- Brycen Coffman · Director of Marketing**
Owns the pod system: standards, playbooks, coaching Growth Leads, capacity planning. Runs Pod 1 as Growth Lead through the first five creators, then hands it off.
- Growth Lead**
The pod's mini-CEO. Offer strategy, campaign direction, results. One pod, never two.
- CSM / PM**
Owns the creator experience: comms, timelines, coordination between pod and central teams.
- Central Teams**
Media Buying, Creative + Copy, Funnel + Tech. Deep specialists executing briefs across every pod.

Hiring runs on triggers, not phases

"Phase 2 is coming" is a vibe. "Creator 4 signed" is an event. Every hire below waits for its event.

WHEN THIS HAPPENS	THIS HIRE OPENS	WHY
Creator 2 signs	Part-time PM / CSM support	Comms overhead is the first thing that eats strategy time. Converts to full-time by creator 4.
Pod 1 hits 4 of 5	Growth Lead 2 search opens	Ramp takes 6-8 weeks. Start hiring before capacity breaks, not after.
Pod 1 full + profitable	Growth Lead 2 starts, Pod 2 opens	Clone proven economics only. A red pod gets fixed, never cloned.
Two pods live	Second media buyer, added creative capacity	Working ratio: one buyer per 5-6 active creator accounts. Tune with real data.
Pods 1-2 full + profitable	Growth Lead 3 search, Pod 3 opens	Same rule every time. Expansion follows proof.
Any contractor sustains 25-30+ hrs/wk for a month	Convert them to the internal team	Contractors are the audition. Sustained hours prove the seat exists, and the best one already showed their work.

Who owns what

- Pods own strategy**
Creator relationship, offer design, campaign priorities, results.

Central teams own execution
Paid media, creative and copy, funnels and tracking.
- Assignments stay stable inside central teams: every pod gets the same buyer and writer by default. Voice immersion for creators, utilization and bench depth for the business.
- Publishing already runs this model: imprints own the author and the list; production, sales, and distribution stay shared at the house level. Pods are imprints for creators.
- One fork to watch:** a specialist embeds in a pod only when that pod alone keeps them 80%+ busy and launches slip from queue conflicts. Realistically past three pods.

The math that runs it

- Every pod is a P&L: its share of creator revenue, minus pod labor, minus its slice of central teams.
- Green pod:** clone it. **Red pod:** fix it before anything new opens.
- That one rule answers "when do we hire" and "when do we expand" forever, and it is the reason this structure never outruns its own economics.

Deliberately outside this chart

- Creator acquisition.** Who signs the next creator sits with Adura and partnerships, not inside fulfillment pods.
- Back office.** Finance, legal, admin.
- This document covers fulfillment only. Each of the above deserves its own one-pager once this structure is agreed.

- 1

Sign off on capacity + triggers.
Five per pod, and the event list above. Everything downstream keys off these numbers.
- 2

Set comp bands now.
CSM / PM and Growth Lead 2 agreed in advance, so searches open the day a trigger fires.
- 3

Place creator acquisition.
Decide who owns signing the next creator, so pods never carry their own pipeline.