Stiff Upper Lip
STRATEGY · SOFTWARE · AI

Fractional CTO

# You run the business. We'll run the technology behind it.





## Andrew Smith

Founder, Stiff Upper Lip

### ABOUT ANDREW

Andrew has led enterprise software architecture for a national multi-unit brand and has spent 13+ years designing and running business systems.

Most of the technology problems I get pulled into started as reasonable decisions. A vendor chosen fast because the demo was great or the timeline demanded it.

I work on those decisions: platform and tech choices, vendor evaluation and procurement, and building engineering teams that don't burn out. Much of that is translating between what the business wants and what the technology can do, and making the trade-offs visible to both sides.

contact@sul.io
wearesul.com/services/fractional-cto

One senior person runs your roadmap, your vendors, and your technology decisions — with a plan you can follow and a scoreboard you can read in two minutes.

**From $8,000 a month · 3-month minimum**

### WHAT YOU GET, AND WHEN.

01 FIRST 30 DAYS
#### Systems Map and 90-day plan
Every system, vendor, risk, and gap on one page, plus the first quarter's priorities.

02 EVERY FRIDAY
#### Written update
The scoreboard, what moved, what's blocked, what we need from you. Two minutes to read.

03 EVERY TWO WEEKS
#### 60-minute working session
Decisions, priorities, vendor and project review with you or your leadership team.

04 EVERY QUARTER
#### Half-day strategic review
The plan and scoreboard reset for the next 90 days. In person where practical.

05 ALWAYS ON
#### Always on
**Decision log.** Every technology decision in plain English, with the reason and the date.
**Direct access.** Email or message, answered within one business day.

### HOW WE'D START
#### Start with a Technology Diagnostic
**$7,500 · two weeks**

We interview you and your key people, inventory your systems and vendors, and run a four-hour working session with your leadership team. You get your Systems Map, a punch list of immediate fixes, your risks and blind spots, and a 90-day plan — with a plain recommendation: a fractional CTO, a build, or a plan you run yourselves.

If you go on to a retainer, your first month is already done.

**From $8,000 / mo · 3-month minimum**

> *"They saved us months of trial and error by diagnosing the real business problem before writing a single line of code."*

## Ready to stop making technology decisions alone?

One 30-minute conversation to find out what's going on and whether we're the right fit. We take on a small number of fractional clients at a time — two openings for Q1 2027.

BOOK A STRATEGY CALL

contact@sul.io