

# POSITION<sup>2</sup> LAUNCH

Q2 2026 Newsletter

Position2Launch (P2L) bridges the gap between financial expertise and operational data by providing seasoned leadership and staff from core ops to accounting fundamentals. We empower high-growth companies to scale and uncover stranded value without the overhead and time investment of hiring staff.



**Successful pivots identify early failures of the original vision rendered irrelevant by reality;** pivots are critical actions to save the company. Andy Grove's question to Gordon Moore and Robert Noyce, "*What would a new CEO do?*" instituted a pivot that redirected Intel from commoditized memory to semiconductors, which saved the company. When reality changes you don't optimize, you change the game entirely.

Across early-stage companies, we often see the same breakdown: founders wait too long because their operations cannot support change. Below are the most common pivot drivers (or mistakes!) from our forensic analysis, paired with affordable shifts executives can make before time and burn rate run out. *For more info about P2L services or to set up a free consultation on positioning your firm for growth, please contact me at [mark.duffy@position2launch.com](mailto:mark.duffy@position2launch.com).*

Best regards,  
Mark Duffy, CEO, Position2Launch

## Top 5 Pivot Drivers with Practical Shifts

### 1. Hubris: Blinding overconfidence

**Shift:** Build structured paranoia into the operating rhythm including pre-mortems, competitive threat reviews, and quarterly "kill-the-company" sessions.

### 2. Overestimating the durability of core technology

**Shift:** Require quarterly ecosystem scans that include competitor moves, adjacent tech shifts, and customer workflow changes.

### 3. Hiring "good enough" early talent

**Shift:** Anchor the team with one or two true superstars and supplement with fractional or project-based experts.

### 4. Assembling an advisory board lacking deep ops expertise

**Shift:** Assemble 3-5 advisors with proven operational or technical experience who can convert into short-term consultants when the company hits an inflection point.

### 5. Underinvesting in foundational admin functions

**Shift:** Bring in legal, HR, and finance pros on day one — fractional talent beats "My Cousin Vinny" every time.

## Research Read

### Deloitte Insights: Finance Trends 2026

Position2Launch's take on Deloitte's research, *Navigating the expanded scope of finance*: We believe "infusing tech talent in finance" (trend 5) in this paper captures the core challenge facing modern finance teams — the widening gap between traditional accounting capacity and the technical skills required to run an AI-enabled finance function. Fractional CFO models are increasingly becoming the bridge — giving companies immediate access to the data, automation, and analytical expertise they can't hire fast enough. **Ask us** about this important theme.

[View Research](#)

## Client Case Study

Tackling Inefficiencies with Experience & Automation

### Challenge

During the M&A process, teams faced delays from inefficient target research, slow data extraction from legacy ERP systems, and cumbersome post-close integration. These inefficiencies increased the time and cost of due diligence.

### Solution

Position2Launch implemented a unified data-analytics approach that automated extraction from multiple sources using Fivetran, centralized analysis in Snowflake, and applied dashboard filters to refine targets and streamline integration using Power BI.

### Benefits

#### Curated focus at the top of funnel

Automated filters eliminated out-of-scope prospects revealing a refined, high-quality target list.

#### Reduced time and cost of due diligence

Direct SQL connections enabled rapid ERP data extraction, surfacing subledger-level data previously trapped in legacy systems.

#### Faster post-close reporting

With legacy data consolidated into a standardized warehouse model, teams could quickly access numbers that matter including revenue and gross margin. [Contact us](#) for details.

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## Upcoming Events

Here is a guide to the [key startup & innovation events](#) happening across Greater Boston for the rest of 2026, courtesy of Stephanie Roulic of Startup Boston. Position2Launch highly recommends flagship event Startup Boston Week in September.

View Calendar

## Spotlight: Brendan Walsh



**Brendan Walsh** is COO of Position2Launch, where he brings together operational leadership and deep FP&A expertise to help growth-stage companies scale with clarity and confidence. He works closely with executive teams to build robust forecasting and budgeting frameworks and turn financial strategy into

execution. Previously as Managing Director, he partnered with management teams to implement scalable planning frameworks and lead investor diligence processes.

He began his career with Marriott International through its Management Development Program, ultimately advancing to Senior Assistant Director of Finance. He holds a BA in Finance and Economics from Saint Anselm College and an MBA from Northeastern University. *Feel free to contact him via email at [brendan.walsh@position2launch.com](mailto:brendan.walsh@position2launch.com) or LinkedIn.*

## Join Our Team

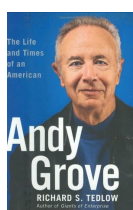
We are growing! P2L is seeking a highly analytical and technically strong candidate to fill the following opening.

#### Business Intelligence Analyst (part-time)

This role is ideal for the candidate who can both build scalable data pipelines and dashboards *and* translate data into meaningful financial and operational insights for leadership. Candidate will play a critical role in supporting decision-making across a portfolio of high-growth, VC- and PE-backed firms. Senior-level experience with Fivetran and Snowflake is required.

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## Summer Read



*Andy Grove: The Life and Times of an American*  
by Richard S. Tedlow

We highly recommend this sharp, well-researched biography that traces Grove's early life as a Jewish Hungarian and the formative experiences that shaped his legendary management approach.

[View Book](#)

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## Contact Us

For more info, a free consultation, or feedback on this newsletter,  
email us at [info@position2launch.com](mailto:info@position2launch.com) or visit [Position2Launch.com](https://Position2Launch.com)

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