
COVER LETTER · SPONTANEOUS

Christophe —

You didn't open this role, so I'll be straight about why I'm writing anyway: the best time to bring in a builder is before you write the job description, and you're at that moment right now.

You brought in a fractional CRO to steady revenue. Good call — that's what the model is for. But in 2025 you went multi-product with **Super**, and that changes the problem. A new product in a new category doesn't need steadying. It needs building — full-time, hands in the product and the funnel, someone who owns the number instead of advising on it.

That's me. I don't run playbooks other people wrote. **I build the motion that doesn't exist yet.** I took an enterprise SaaS company upmarket when it had no upmarket motion — €80K deals to €170K. Then I stopped selling other people's products and built my own: 0 to €100K ARR in nine weeks. Product, landing pages, SEO, funnel, the AI engine underneath — all me, all shipped. I don't write specs and wait. I write the thing.

Here's what I actually think about Super, since you didn't ask but a founder should say it anyway:

Activation is your growth team. Self-serve is the top of the funnel. Instrument signup to first-connected-tool to first-verified-answer, cut everything that doesn't earn its place, and make the moment "Super answered what search couldn't" the thing people share. One user's aha pulls in the team.

The AI-search category is yours to claim. "One AI answer across all our tools" is a category forming right now — high intent, no clear owner. Narrative, programmatic SEO, and a connect-your-tools free wedge. Land Super into the Slite base before chasing net-new.

Knowledge tools live on expansion. Design for NRR, don't read it after the quarter. Admin-to-team virality first, sales-assist only on the accounts that light up. Loops, not campaigns.

I might be wrong on the details. I won't be wrong on the instinct — and I'd rather argue about it with you in a doc than perform it in an interview.

Which is the other point: you're writing-first and fully remote, so I made this case the way you'd want it made — on the page, async, no meeting required. If the timing's off, a one-line "not now" is a gift. If it landed, let's build it.

Ridha

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