

WHY NZ DOMAIN EXPERTS KEEP STALLING BEFORE THEY START



TIME IS
RUNNING.
ALWAYS.



AGTECH ALAN




EVVO



MARKO

THE MARKET OPPORTUNITY IS REAL. THE EXECUTION GAP IS ENORMOUS.


FINTECH GROWTH



NZ fintech sector among the fastest-growing. Sustained momentum into the late 2020s.

Not niche.
Generational.


TAILWINDS ALIGNING



- Agtech & healthtech moving up
- Regulatory change
- Open banking: NZ's CDR progressing (gradual rollout)
- Real AI capability in production

2026 is different from 2022.
Window is open.

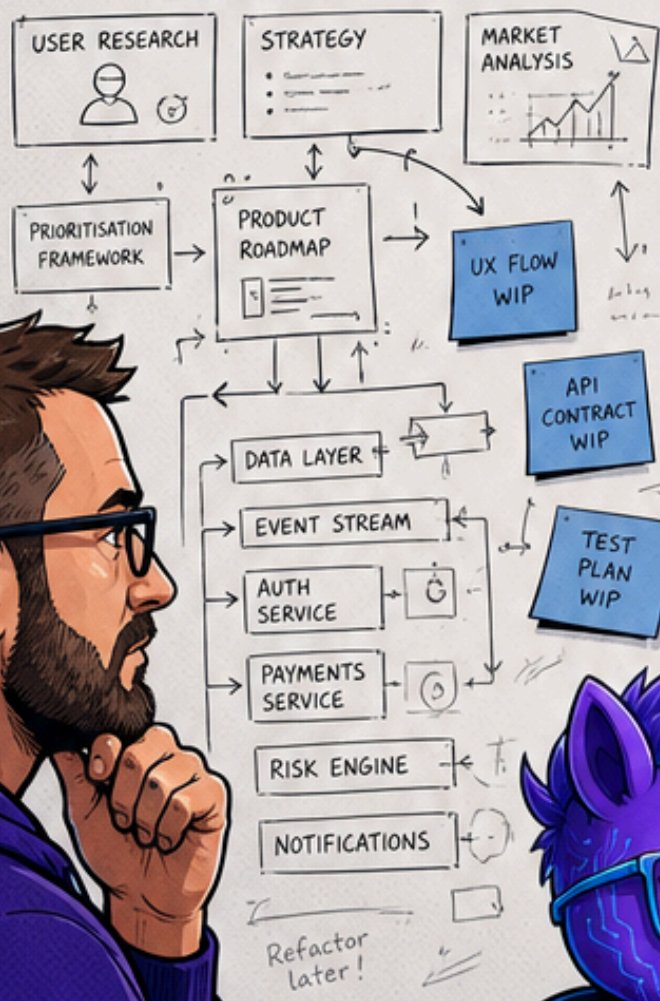
THE REALITY



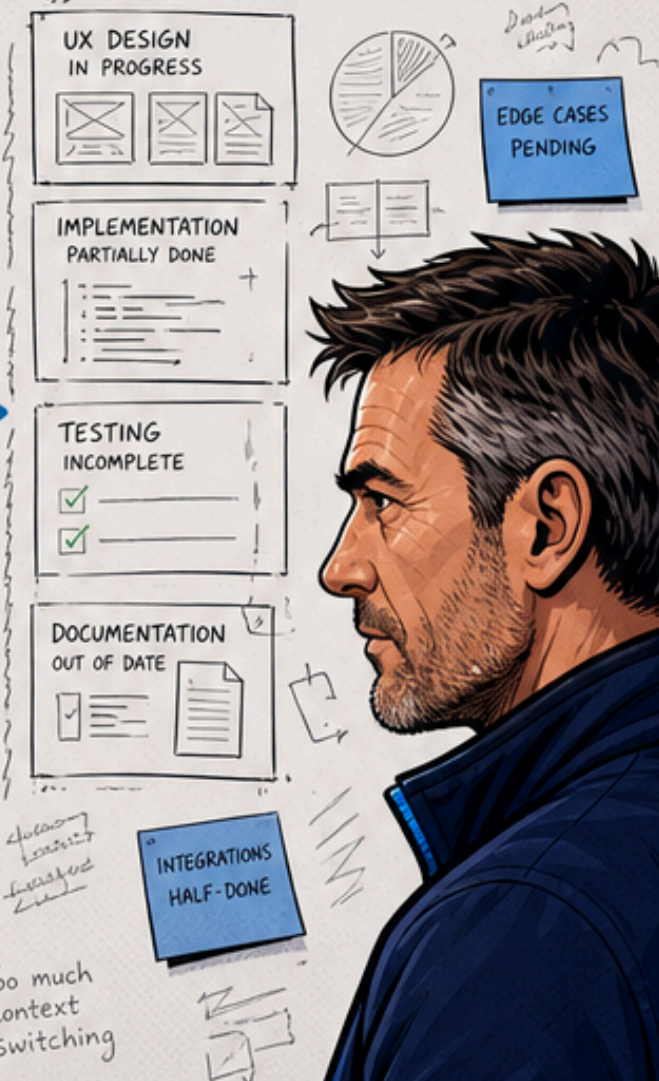
The opportunity doesn't help if you can't get the build started.

Execution gap is the blocker.

WHAT WE NEED TO BUILD



WHAT'S SLOWING US DOWN



← THE GAP →



THE HIRING MATH IS BRUTAL

Senior software engineers in Auckland typically earn **NZD 120,000–180,000** per year in base salary alone — a range broadly consistent with recent Seek and Trade Me Jobs salary data — and total employer-side cost with KiwiSaver and ACC levy lands considerably above that.

Recruitment timelines for qualified senior hires can commonly stretch to **several months**; NZTech has published research indicating a significant tech talent shortfall across the sector in NZ, and that **gap is widening**.

Fast-growing areas like AI, fintech, and agtech are creating roles **quicker** than available talent can fill them.



THE REAL COST:

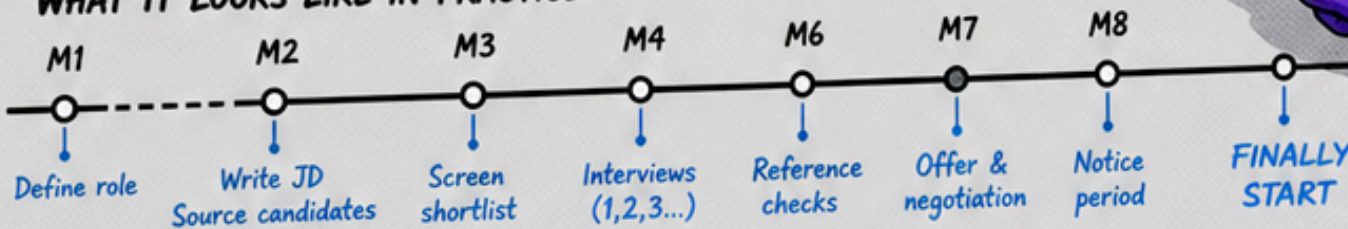
- MONTHS RECRUITING
- RECRUITER FEES
- DELAYED EXECUTION

So you spend months recruiting. You pay a recruiter. You do interviews. And the whole time, **you're not building anything.**



INVESTOR CONVO
PLANNED: **MONTH 2**
ACTUAL: **MONTH 8**

WHAT IT LOOKS LIKE IN PRACTICE:



The investor conversation you were planning to have at **month two** gets pushed to **month eight**.

The competitor you spotted six months ago **ships their MVP** while you're still writing job descriptions.



The hiring cycle doesn't just cost you the recruitment fee. It costs you **first-mover advantage, investor momentum, and founder confidence.**

INVESTOR MEETING PLAN
(MONTH 2)

MVP LAUNCH PLAN



AGENCIES DELIVER ASSETS. NOT COMPANIES.

The second instinct is to hire an agency.
Brief them. Let them build.
You focus on the business side.

Agencies are good at what they do.
The problem is what they do,
and what they do is deliver assets.

You get a brand deck. A Figma prototype.
A website. A document full of strategy.
At month four, you have a folder of outputs
and no revenue-generating product.

- ✗ No marketing running.
- ✗ No customers in the pipeline.
- ✗ The agency has moved to the next client.

There's a real difference between a pile
of brand files and a live, revenue-generating
venture. Founders can discover that
difference at month six, when nothing is live,
the engagement is technically complete,
and the next step is theirs to figure out.






A traditional agency charges for the work.
Not for the outcome.
Those are very different things.

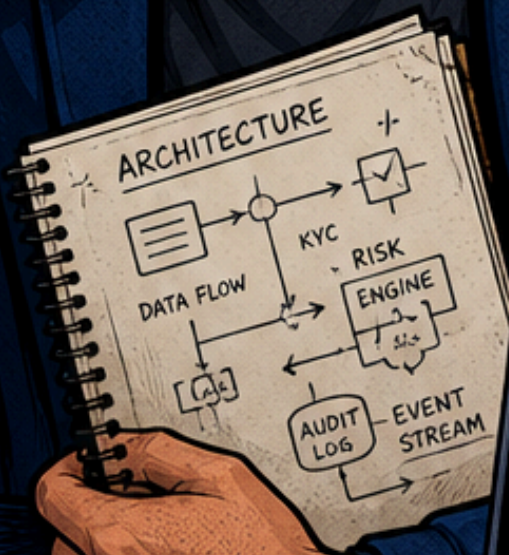


OFFSHORE DEV SHOPS DON'T KNOW YOUR REGULATOR



NZ COMPLIANCE CHECKLIST

- AML/CFT ACT (2009) 
- FMA-LICENSED ENTITY vs. REGISTERED FSP 
- PRIVACY ACT 2020 
- DATA RESIDENCY & SECURITY 
- FIT & PROPER PERSON REQUIREMENTS 



```
// OFFSHORE TEAM - CODE DELIVERY
function getUserData(id) {
  let sql = "SELECT * FROM users WHERE id=" + id;
  return db.query(sql);
}

function processPayment(user, amount) {
  if (user.balance >= amount) {
    user.balance -= amount;
    return true;
  }
  return false;
}

// TODO: implement compliance later
```



THE PROBLEM ISN'T YOU. IT'S EXECUTION ACCESS.

HERE'S THE THING THAT MOST STARTUP DISCOURSE GETS WRONG: INVESTORS IN 2026 AREN'T PRIMARILY LOOKING FOR FOUNDERS WHO CAN CODE. THEY'RE LOOKING FOR FOUNDERS WITH DEEP MARKET INTIMACY. WORKFLOW KNOWLEDGE. CUSTOMER PAIN LITERACY. THE ABILITY TO SEE THE REGULATORY AND COMMERCIAL REALITY OF A SECTOR BECAUSE YOU'VE LIVED IN IT.

THAT'S YOU. THE FINTECH VETERAN WHO KNOWS HOW AN AML/CFT AUDIT ACTUALLY RUNS. THE GP WHO UNDERSTANDS WHAT CLINICAL WORKFLOW SOFTWARE DEVELOPERS ROUTINELY GET WRONG. THE PRIMARY SECTOR RESEARCH SCIENTIST WITH MPI RELATIONSHIPS NO AGENCY CAN REPLICATE.

THE DOMAIN EXPERTISE IS THE EDGE. THE PROBLEM IS THAT IN NZ, ACCESSING THE EXECUTION CAPACITY TO TURN THAT EXPERTISE INTO A LIVE COMPANY – WITHOUT ASSEMBLING A FULL TEAM, WITHOUT A 12-MONTH RUNWAY, WITHOUT COMPROMISING ON COMPLIANCE – HAS HISTORICALLY BEEN DIFFICULT AT A PRICE THAT MAKES SENSE FOR AN EARLY-STAGE FOUNDER.

**THAT'S THE GAP WE BUILT
EVOTRON STUDIO TO CLOSE.**

ALAN

EVVO

MARKO

EXECUTION
ACCESS

- ✓ FAST
- ✓ AFFORDABLE
- ✓ COMPLIANT

EXECUTION
CAPACITY

HARD TO ACCESS
EXPENSIVE
SLOW



WHAT WE DO DIFFERENTLY



SENIOR KIWI OPERATOR + SUPRAMONO PLATFORM

SIGNIFICANTLY ACCELERATE DELIVERY TIMELINES – **WEEKS** INSTEAD OF MONTHS. **NO JUNIORS**. NO ACCOUNT MANAGER. THE PERSON YOU TALK TO IS THE PERSON WHO BUILDS.



LIVE PRODUCTS WE'VE BUILT AND RUN

SUPRAMONO, INFRAIRIS, VIRTUALSEPACE. LIVE PRODUCTS YOU CAN EXPLORE AT EVOTRONSTUDIO.CO.NZ.



MILESTONE-GATED ENGAGEMENTS

NO MILESTONE, NO NEXT TRANCHE. BUDGET MOVES FORWARD WHEN WE **HIT THE GATE**, NOT WHEN THE CALENDAR CLICKS OVER.



GRADUATION IS THE ENDGAME

YOU MOVE ONTO SUPRAMONO AND OPERATE YOUR VENTURE INDEPENDENTLY. WE'RE A RUNWAY, **NOT A LEASH**.



BUILT FOR DOMAIN-EXPERT FOUNDERS IN NZ & ANZ

REAL PROBLEM, AVAILABLE CAPITAL. CAN'T GET THE EXECUTION STARTED. THAT'S **EXACTLY** WHO WE'RE HERE FOR.

WEEK 1 ✓

DISCOVERY & DIAGNOSTIC

WEEK 2 ✓

SCOPE & PROPOSAL

WEEK 3 FOUNDATION DELIVERY GATE

WEEK 4

CORE BUILD & INTEGRATION

WEEK 5

VALIDATION & TESTING

WEEK 6+

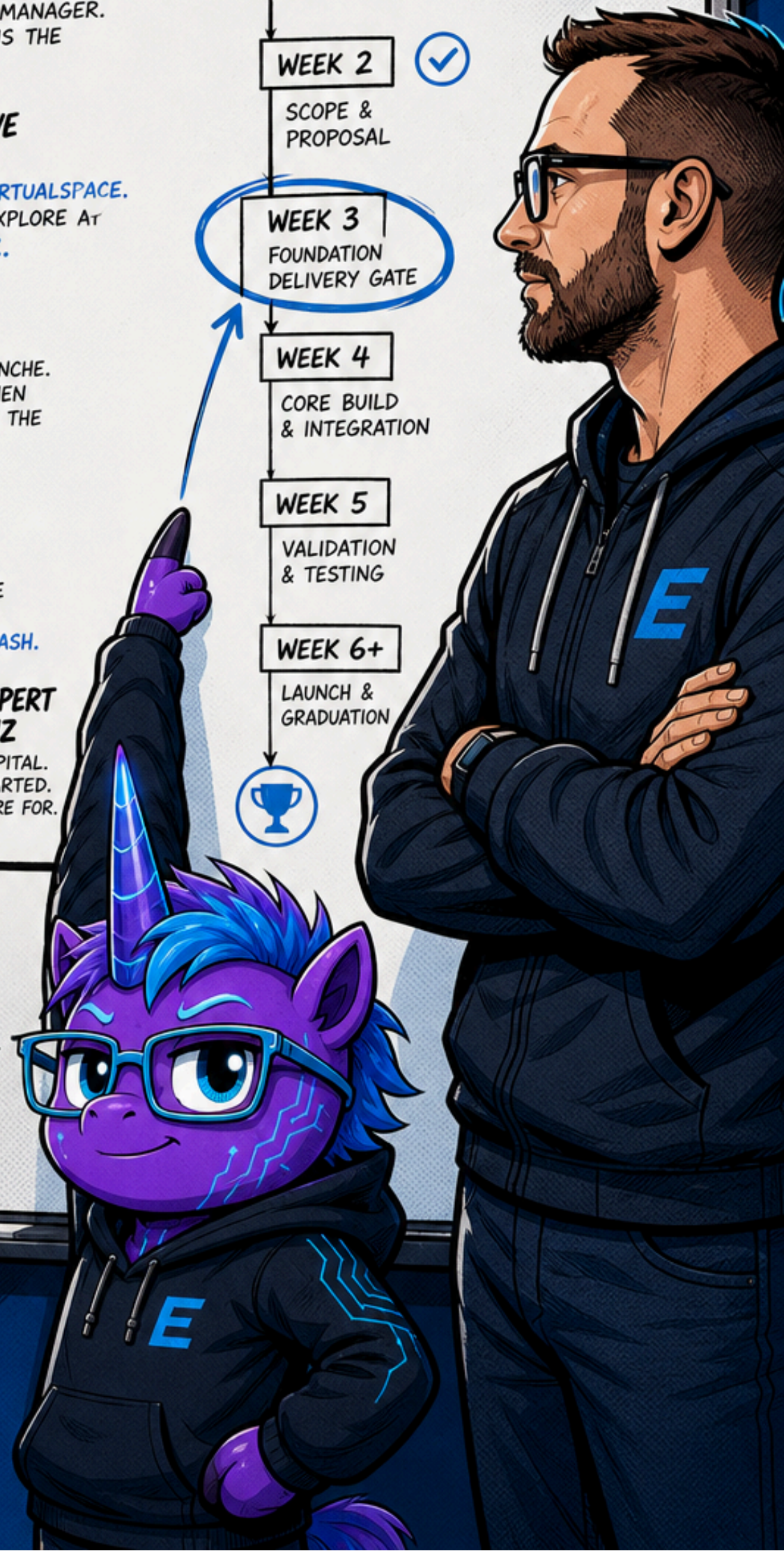
LAUNCH & GRADUATION



READY TO STOP STALLING?

BOOK A DIAGNOSTIC AT EVOTRONSTUDIO.CO.NZ

AND GET A CLEAR GO/NO-GO ON YOUR VENTURE IN **ONE WEEK** – BASED ON THE INFORMATION YOU PROVIDE DURING THE DIAGNOSTIC – ALONG WITH A SCOPED PROPOSAL IF WE'RE A FIT.





<https://evotronstudio.co.nz>