

100

GREAT THINGS

ABOUT

FRACTIONAL HIRES

FOR SME OWNERS



1. You get senior expertise you couldn't otherwise afford

A full-time CMO in the US costs well into the hundreds of thousands per year once you factor in salary, benefits, and employer taxes — figures that sit at the higher end for experienced candidates at established companies, and vary considerably for SME-level hires. A full-time CFO sits in a similar range. Most SMEs can't justify those numbers, especially for a role they don't need forty hours a week.

Fractional hires solve this directly. You get someone who has already done the job at a high level, for a retainer that reflects the hours you actually need. The calibre of person available on a fractional basis is often someone who wouldn't consider a full-time role at your company at this stage — they've built companies, led exits, and managed large teams. They bring that experience at a scope and cost that fits where you are now.

Fractional hires can meaningfully reduce costs compared to a full-time hire at the same experience level, depending on the hours and seniority required. That's a significant difference before you've even counted the recruiting fees a full-time search would add.



2. The engagement terms flex with your budget



Full-time hires come with fixed costs regardless of what's happening in the business. A fractional arrangement doesn't work that way. You can **adjust the level of involvement as your needs change** — ramp up during a product launch or a busy season, pull back during quieter periods, all without severance exposure or layoffs.



This mirrors how businesses now treat SaaS tools. You subscribe, use what you need, and scale up or down as required. Fractional leadership follows the same logic. There's **no long-term contract pressure and no sunk cost anxiety**. You're paying for focused senior execution at the cadence your business actually needs.



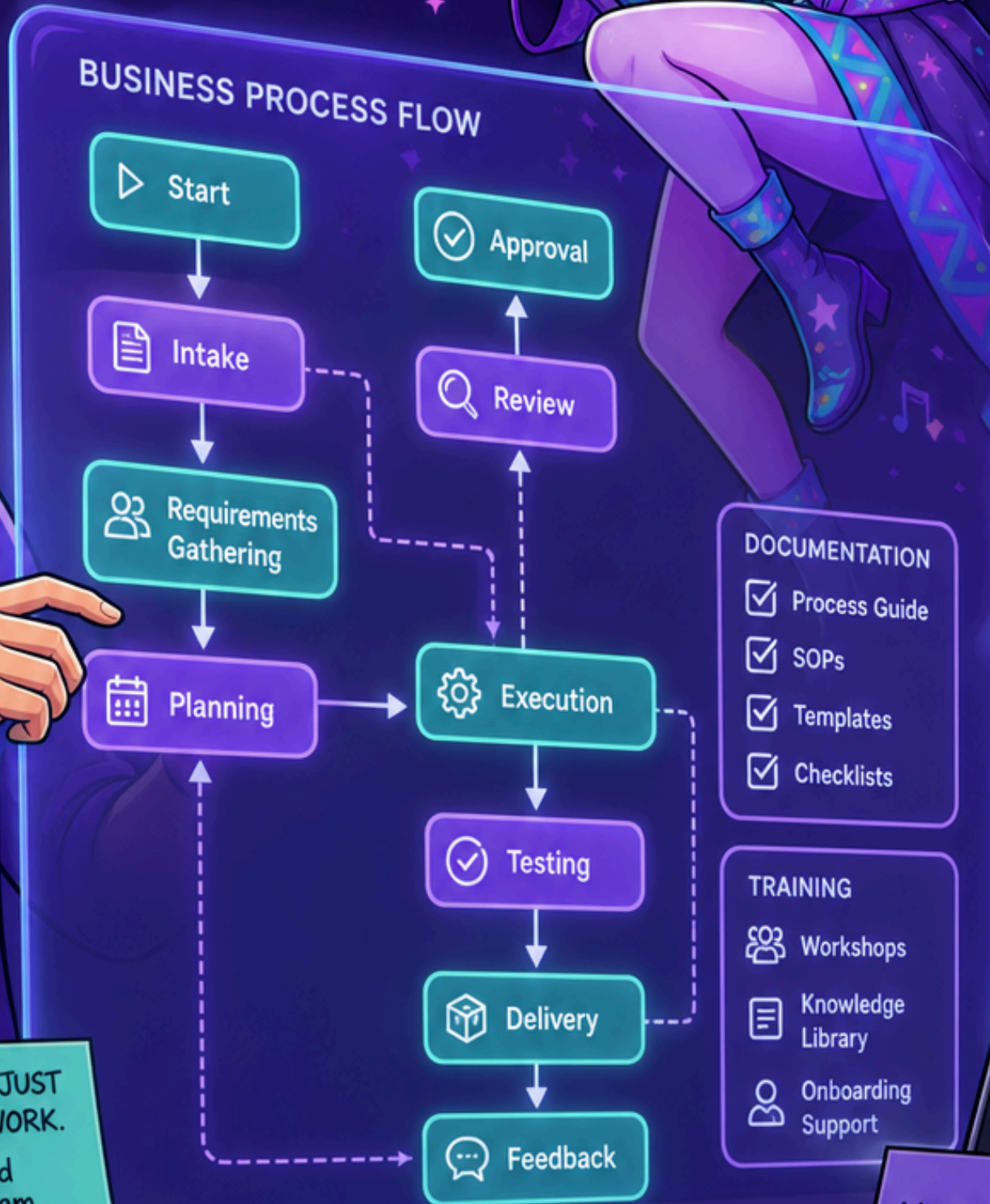
For SMEs that deal with seasonal revenue or uneven budget cycles, this kind of flexibility isn't a nice-to-have. **It's genuinely important.**

3. It reduces the risk of **over-relying** on **one** person



4 Knowledge transfer is part of the deal

Marko
technical
founder.
10 years
startup
experience



Supramono
startup fairy.
she makes
magic happen

WE DON'T JUST DO THE WORK.

- We build your team
- We share the know-how
- We leave you stronger

MORE CAPABLE WITHOUT US. ★

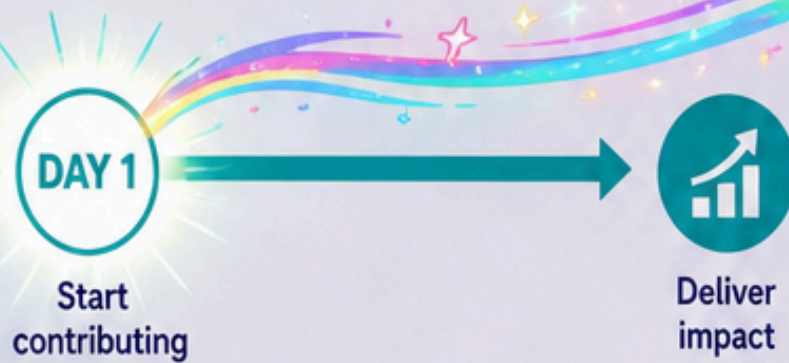


5. They fill critical skill gaps fast

TRADITIONAL HIRING: 3-6 MONTHS



FRACTIONAL HIRE: DAYS



For SMEs in a growth phase — launching a new product, entering a new market, preparing for a capital raise — **that speed matters a lot.**

supramono



6. You avoid the hidden costs of a full-time hire



	FULL-TIME HIRE (TRUE TOTAL COST)	FRACTIONAL HIRE (MONTHLY RETAINER)
Base Salary	✗ \$150,000	✓ Included
Employer Taxes (Payroll, FICA, etc.)	✗ ~\$11,475	✓ Included
Benefits (Health, Dental, Vision)	✗ ~\$15,000+	✓ Included
Retirement Matching (401k, etc.)	✗ ~\$4,500+	✓ Included
Paid Time Off / Holidays	✗ ~\$5,000+	✓ Included
Recruiting Fees (20-30% of first year)	✗ ~\$30,000-\$45,000	✓ None
Onboarding Time (6+ months to productivity)	✗ High cost of delay	✓ Start fast
Equity Carve-Out	✗ Yes	✓ None
Idle Expense (When business is quiet)	✗ Ongoing	✓ None
TOTAL	\$215K – \$265K+ per year	One predictable monthly retainer

**WHAT YOU
PAY IS
WHAT YOU
GET.**

7. You get an outside perspective, not an internal one

When someone has worked inside your business for a long time, they carry its assumptions. They know why things are done a certain way, even when that way stopped making sense years ago. A fractional hire doesn't have that problem.

They come in with pattern recognition from other businesses and industries. They've seen what works elsewhere and what doesn't. That outside perspective often identifies problems that have been invisible to everyone on the inside — not because those people aren't smart, but because they're too close to see clearly.

i It's worth noting that the fractional market is unregulated and heterogeneous. The best fractional executives bring genuine cross-industry experience and hard-won judgment — but vetting track record and references matters, because experience levels vary considerably across practitioners.



8. It's a low-risk way to test a function before hiring full-time



Test the hypothesis before you hire



Learn what the function actually requires



Discover the most important skills



Understand the real capacity you need



Clear brief. Documented process. Real data.
Better hire.



Trial Project: Marketing Function

Objectives



Brand awareness
Lead generation
Campaign execution

Progress



72%

Key Outcomes



Leads Generated
+38%

Cost per Lead
-24%

Top Skills Identified

- ✓ Content strategy
- ✓ Paid advertising
- ✓ Analytics
- ✓ Campaign management

Next Steps

- Refine process
- Adjust capacity
- Define full-time brief

supramono

The best talent
is everywhere.
Let's connect.



10. It keeps headcount lean without leaving gaps



1 FRACTIONAL
HEAD OF GROWTH



REPLACES 3 FULL-TIME ROLES



GROWTH
MANAGER

MARKETING
MANAGER

ANALYTICS
MANAGER

OUR ORG

FOUNDER / CEO

PRODUCT

HEAD OF GROWTH
(FRACTIONAL)

OPERATIONS

- ✓ STRATEGY
- ✓ GROWTH MARKETING
- ✓ ANALYTICS

LEAN
TEAM.
BIG IMPACT.

GROWTH
WITHOUT
OVERHEAD



When fractional hiring doesn't work

- Needs deep daily operational involvement (managing large team, on-site presence)
- Requires ongoing institutional context that compounds over time
- Cultural integration is a genuine challenge (one or two days/week isn't enough)
- Confidentiality risks across multiple client relationships
- Works best with specific briefs, measurable outcomes & clear expectations

A FINAL THOUGHT

FRACTIONAL HIRES WORK BEST WHEN YOU'RE CLEAR ABOUT WHAT PROBLEM YOU'RE SOLVING. **THE MORE SPECIFIC THE BRIEF** - THE GAP YOU NEED FILLED, THE OUTCOMES YOU WANT, THE HOURS REQUIRED - THE BETTER THE ENGAGEMENT GOES. VAGUE BRIEFS PRODUCE VAGUE RESULTS REGARDLESS OF HOW GOOD THE HIRE IS.

90-DAY SUCCESS FRAMEWORK



DEFINE THE GAP

What's the exact problem you need to solve?



OUTCOMES

What results do you expect in 90 days?



TIME COMMITMENT

What's the estimated hours per week?



START WITH **ONE FUNCTION**, DEFINE WHAT SUCCESS LOOKS LIKE IN **90 DAYS**, AND TREAT IT LIKE ANY OTHER BUSINESS INVESTMENT: WITH CLEAR EXPECTATIONS AND HONEST ASSESSMENT AT THE END.

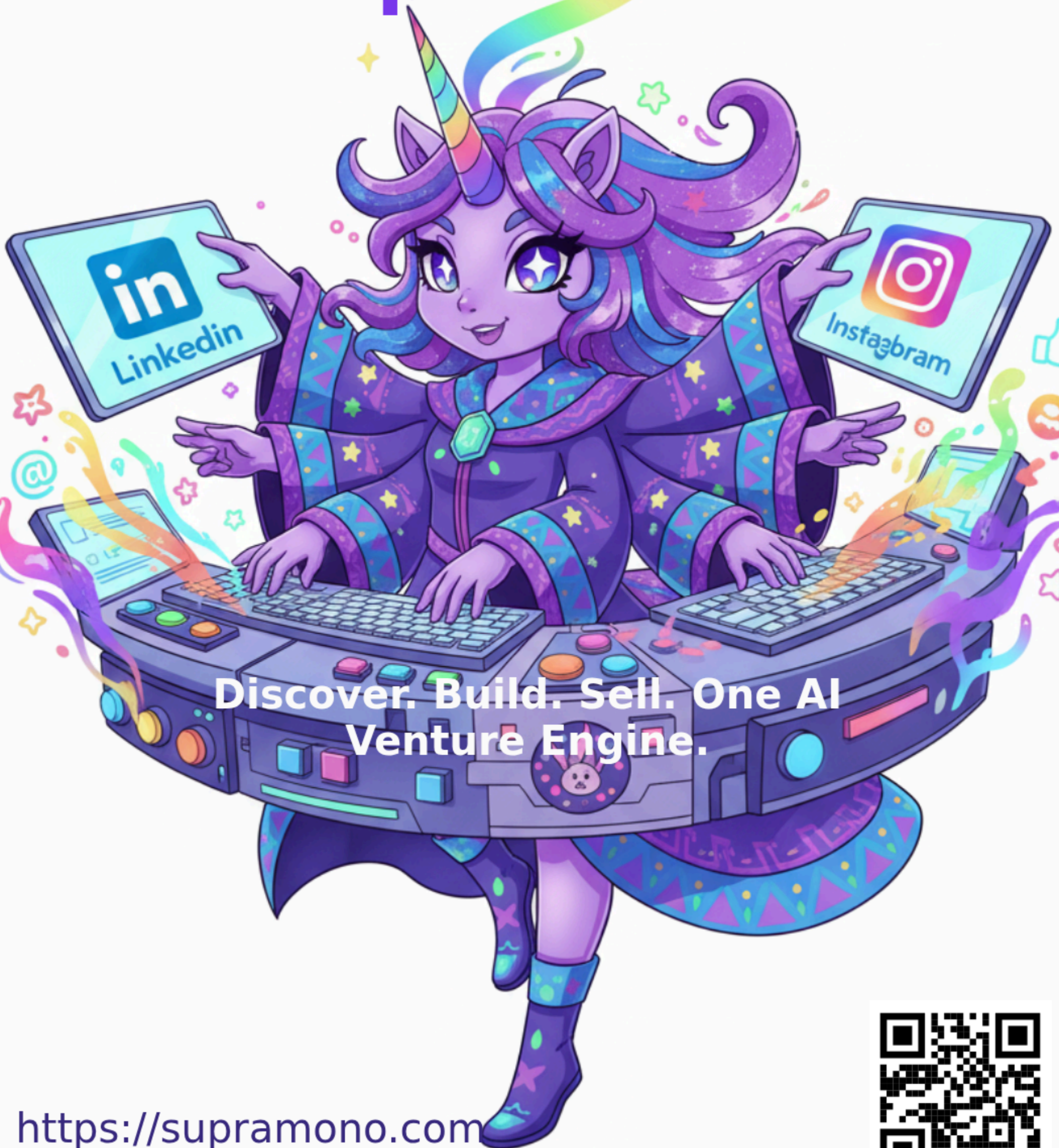


IF YOU'RE BUILDING A PRODUCT BUSINESS ALONGSIDE YOUR EXISTING OPERATION AND WANT TO THINK ABOUT HOW AI TOOLS CAN HELP YOU COVER MORE GROUND WITHOUT ADDING HEADCOUNT, **SUPRAMONO** IS WORTH A LOOK.

THE PLATFORM IS BUILT FOR BUSINESS OWNERS WHO WANT TO MOVE FAST WITHOUT BUILDING A FULL TEAM FROM SCRATCH.

 Supramono

supramono



Discover. Build. Sell. One AI
Venture Engine.

<https://supramono.com>

