

TECH STARTUP

THE CHALLENGE

This fast-growing startup was on the verge of acquisition, but the inside story was messy. With teams split between two offices and remote employees, communication was inconsistent. They were burning out developers to keep their biggest client happy – at the expense of smaller ones. Most of the team was early in their careers, and leadership swung between command-and-control and conflict avoidance. As VC attention grew, they faced mounting pressure to reduce technical debt and comply with shifting regulations – all without a clear internal structure.

THE SOLUTION

Through targeted, strategic coaching, we worked with leaders to adopt new ways of working that could flex with the team's needs. Teams were restructured around priorities – not personalities. Developers were given more sustainable boundaries. We helped the company shift its operating model to manage regulatory back-and-forth while also reducing internal chaos. As a result, cultural tension points became clearer – and a few key departures actually helped the team refocus and heal.

RESULTS

The organization became more focused, resilient, and acquisition-ready. The new working methods made team communication smoother and more transparent. Developers were no longer overextended, smaller clients felt seen again, and leadership became more intentional. When the acquisition went through, the company was in a far stronger place – operationally, culturally, and financially.

KEY TAKEAWAYS

- Technical debt isn't just code – it's leadership structure too
- Sustainable work matters more than pleasing one big client
- Early-career teams thrive when structure supports growth
- Getting acquired is easier when your team isn't just surviving

CONCLUSION

Through the coaching partnership, this company was prepared for acquisition, leading them to an additional \$19M in the purchase price, and the retention of all employees.

CLIENT PROFILE

- Industry: B2B SaaS / Emerging Tech
- Size: 30 employees
- Structure: Hybrid
- Services Provided: Startup leadership coaching, team restructuring, operations guidance
- Timeframe: 4–6 months, leading up to acquisition



Unrestricted Humans

Unrestricted Humans partners with businesses to solve their big problems. By leveraging their

Unrestricted Humans Growth Framework™

and taking a fix-it-together approach, businesses achieve both solutions for today and skills to effectively problem solve in the future.