


An overhead, top-down view of three business professionals (two men and one woman) sitting around a large, light-colored wooden conference table in an office. The table is cluttered with various items: a blue hard hat, a blue mug, a smartphone, a laptop, a calculator, and numerous sheets of paper and blueprints. The man on the left is leaning forward, looking at the papers. The woman on the right is also looking down at the documents. The man in the foreground is using a calculator. The office floor is covered in a blue and grey patterned carpet. The entire image has a semi-transparent blue overlay.

BeyondHQ

DISCOVER, EXPAND, ALIGN



Are you paying top dollar and still losing talent?

Are you well-funded and still not able to hire fast enough?

Are you able to quickly scale remote offices?

Are you getting the right support from your local vendors/government/mayor...?

Are you paying too much for everything?*

We can help.

* Talent + Real Estate = 80% of Costs

BeyondHQ

Why us?



We led scale for New Relic from 20 to 800 employees.



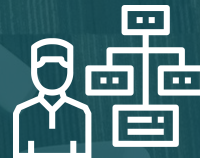
We advised Palantir leadership on growth over the last decade.



We built and grew many international product teams for startups.



We cofounded and scaled several successful B2B SaaS startups from inception, and saw multiple large acquisitions and an IPO.




We led numerous teams across engineering, sales, and support.

Where will your next office be?



Source: [TechNet](#)

BeyondHQ



Companies need
remote teams,
but lack resources
& expertise
to build them.

NO BLUEPRINT

for expansion

OVERLOADED & UNDEREQUIPPED

location expansion owner

CUMBERSOME & FRAGMENTED

process where each step requires a
different vendor

NO CENTRALIZED VISIBILITY

into status and costs for C-suite and
expansion owner

CULTURAL DISCONNECTION

from HQ, risking failure

BeyondHQ

Building a distributed workforce is operationally intensive.

Do you have the right data **AND** decision-making workflow for long-term success?



Where?

Which location has the best talent, cost of living, and incentives?



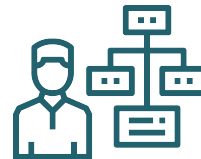
How do we GET the talent?

How do we identify the best local engineers/salespeople?



Find a space?

Coworking? New lease? Size? Cost & growth analysis?



Build and Manage it?

Who takes on designing, building and ongoing management?



Ongoing Costs?

How can we leverage local tax, hiring and real estate incentives.
Visibility into efficiency and local OpEx?



“If unchecked, organizational growth comes with liability.”

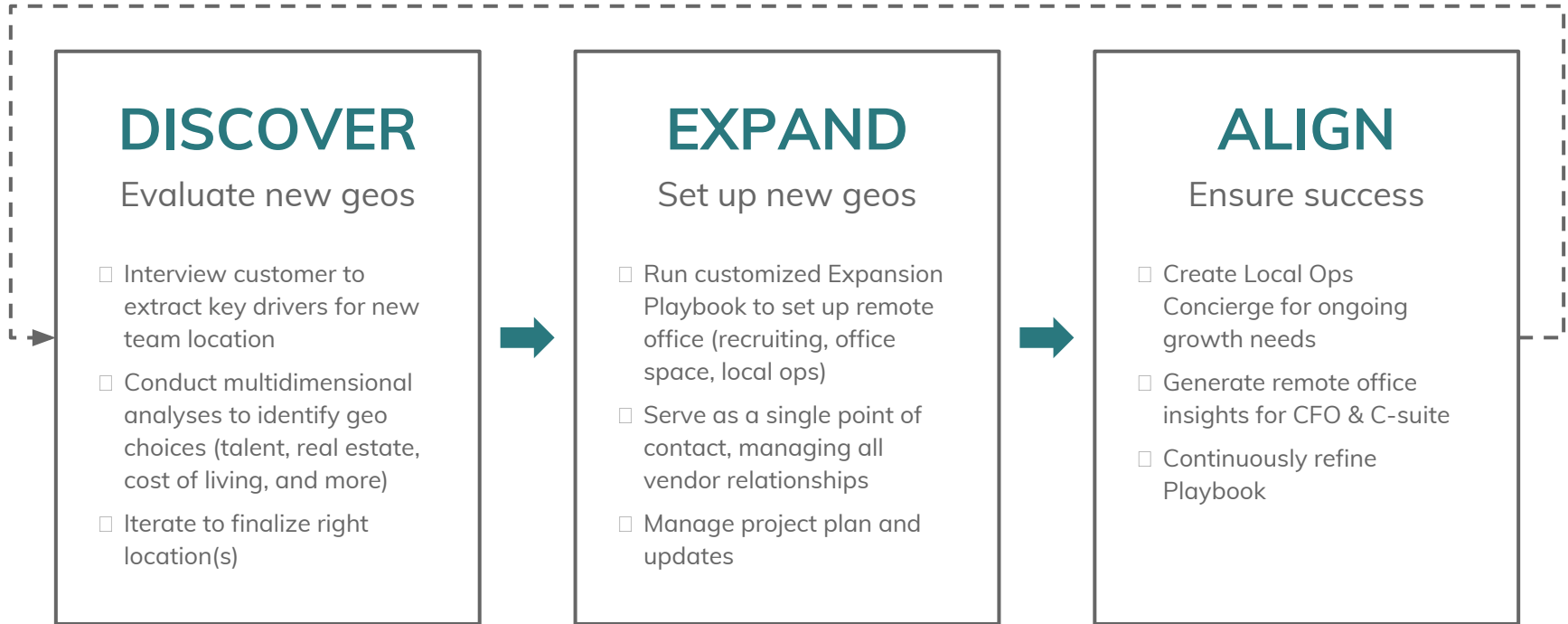
Jessica Yuen, Head of People, Couchbase
Formerly, Head of People, Gusto

Are you ready?

BeyondHQ

What is BeyondHQ?

Your **Expansion Ops Concierge** with three key offerings for **building effective distributed teams**.



Siloed decisions result in inefficient growth, higher costs

Confirmed by 30+ interviews with C-suite of high-growth companies



Talent Acquisition, Finance, and People Operations operate largely independently.

Unified planning drives efficient growth, lower costs

TALENT

Available
Suitable
Accessible

LOCATIONS

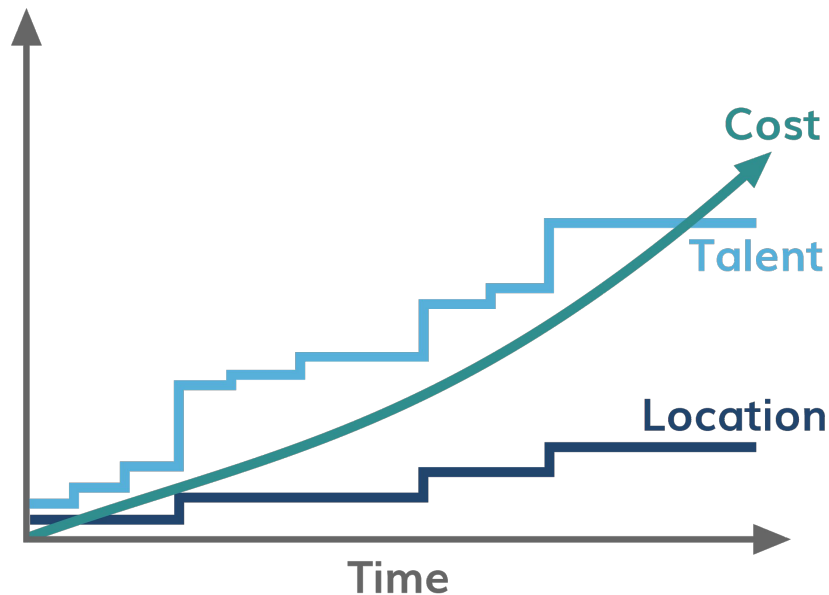
Resources
Real Estate
Fit

BeyondHQ

Unified decision-making
to help companies scale
better.

COSTS

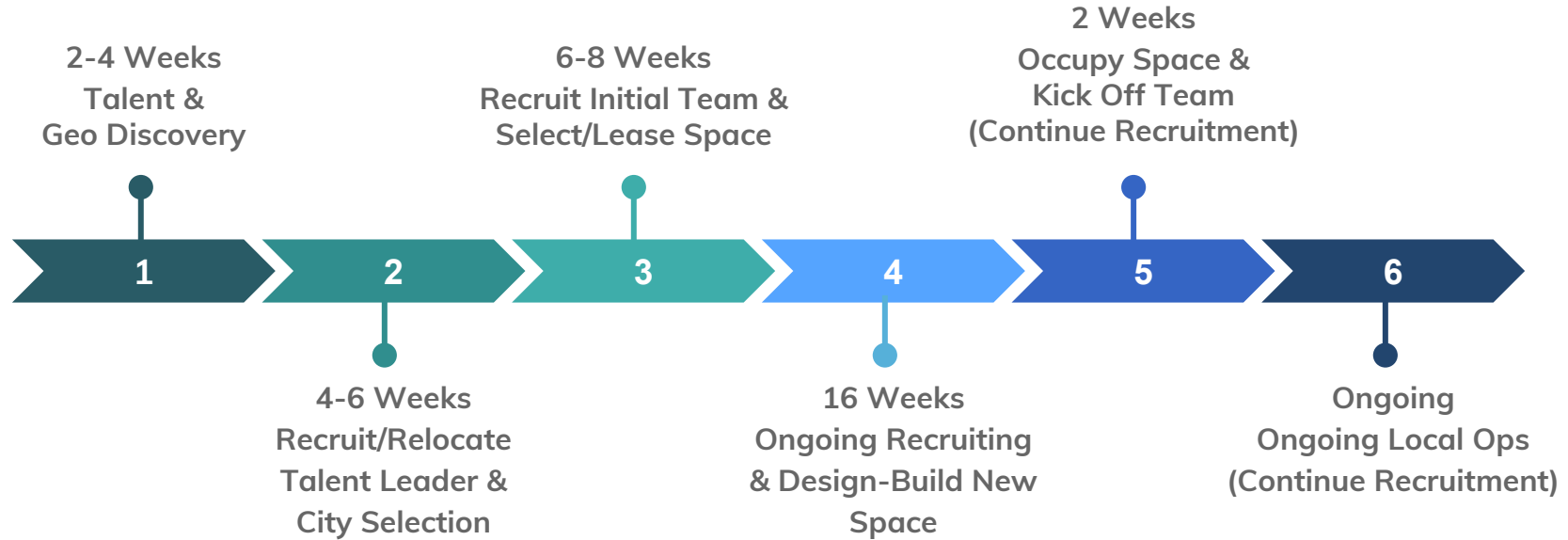
Manageable
Advantageous
Predictable



Talent Acquisition, Finance, and People Operations operate in sync.

BeyondHQ

Many steps for expansion, One point of contact



We manage the process, you make the decisions.

*Example timeline for setup of team and Plug & Play Lease in new geo.

We start with YOUR data.

DISCOVERY Questionnaire

- ☐ Growth Forecast
- ☐ Existing vs. needed talent
- ☐ Where are your customers?
- ☐ Budgets
- ☐ Key drivers
- ☐ Accessibility
- ☐ Iterate to finalize right location(s)



We analyze your feedback to build your BeyondHQ Expansion Profile™

HIRING NEEDS



Sales

GROWTH APPROACH



Have Local Leader

SPACE SETUP



CoWorking



Engineering



HQ Leader Open to
Relocation



Plug & Play (Sublease)



Support/Ops/Other



Want Local Talent
Recommendations



Full Build Out
(Direct Lease)

Example: Expansion Profile For A High-Growth Company

HIRING NEEDS	GROWTH APPROACH	SPACE SETUP
 Sales	 Have Local Leader	 CoWorking
 Engineering	 HQ Leader Open to Relocation	 Plug & Play (Sublease)
 Support/Ops/Other	 Want Local Talent Recommendations	 Full Build Out (Direct Lease)

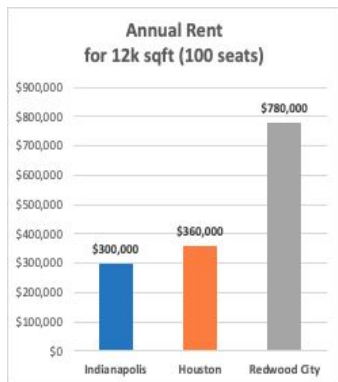
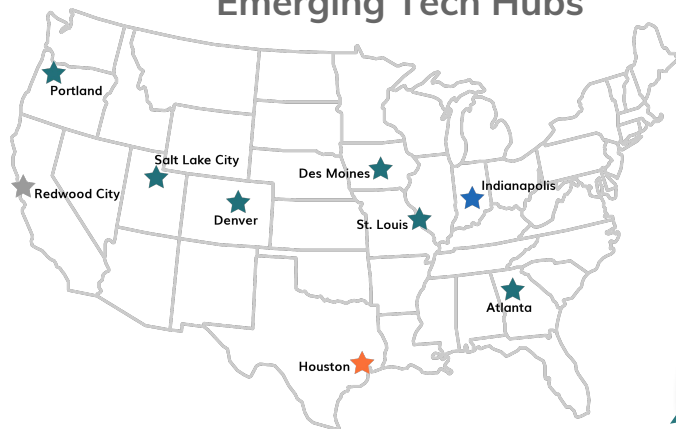
Geo selection based on your Expansion Profile.

CONSIDERATIONS

- ☐ Talent pool
- ☐ Service Providers
- ☐ Real Estate
- ☐ Access to customers
- ☐ Access to HQ
- ☐ Cost of Business
- ☐ Cost of living
- ☐ Government and tax incentives
- ☐ Ease of doing business

Geo selection based on your Expansion Profile

Emerging Tech Hubs



Top Houston Startups

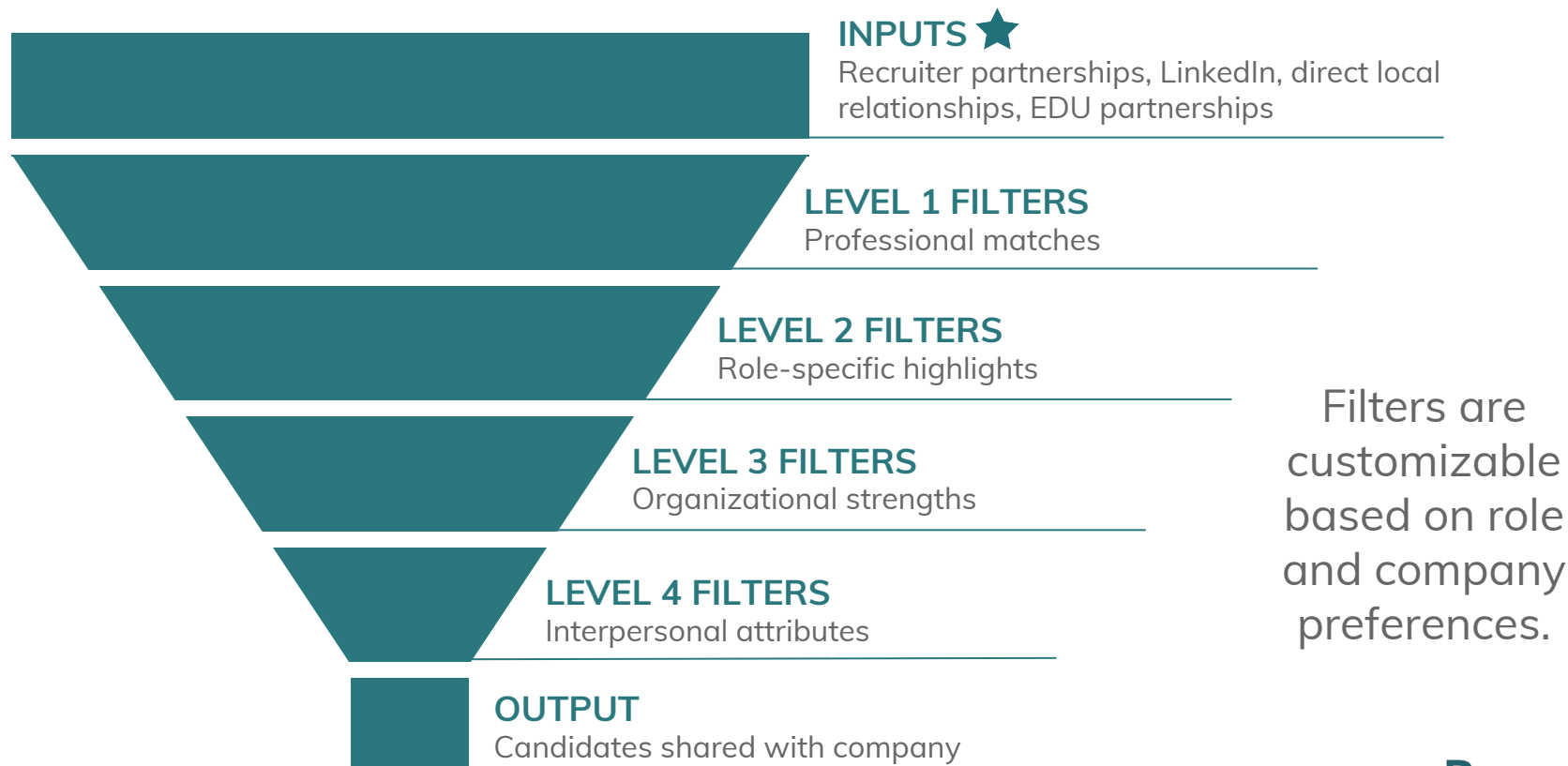
	Xiaomi	Consumer Electronics, Internet, Mobi...
	Getty Images	Digital Media, Image Recognition, Ph...
	Ant Financial	Banking, E-Commerce, Financial Ser...
	NVIDIA	Artificial Intelligence, Gaming, GPU, ...
	Instagram	Mobile, Photo Sharing, Photography, ...
	Ola	Apps, E-Commerce, Internet, Mobile, ...
	Tencent Holdings	Advertising, Internet, Mobile, Online ...
	Citigroup	Banking, Credit Cards, Financial Serv...

Top Indianapolis Startups

	BMC Software	Cloud Computing, Information Servic...
	BrainCheck	Health Care, Health Diagnostics, Mo...
	LiquidFrameworks	Enterprise Software, Industrial, Mobile
	Accelerate Learning	E-Learning, EdTech, Education
	WaterBridge Resources	Energy, Infrastructure, Oil and Gas
	Alert Logic	Cloud Security, Network Security, Se...
	HighRadius	Enterprise Software, SaaS, Software
	Paradigm	Energy, Oil and Gas, Software

3

Unique multi-level selection process to accelerate recruiting in emerging tech hubs



Example criteria for talent qualification

LEVEL 1 FILTERS

Professional matches

- ☐ Education
- ☐ Work experience
- ☐ References
- ☐ Job skills
- ☐ Tenure per company
- ☐ Location
- ☐ Industry exposure

LEVEL 2 FILTERS

Role-specific highlights

- ☐ Tech stack
- ☐ SMB vs. Enterprise sales
- ☐ Agile expertise
- ☐ Managerial experience
- ☐ Customer-facing roles
- ☐ Frontend/backend/ops
- ☐ Vertical selling

LEVEL 3 FILTERS

Organizational strengths

- ☐ Startup vs. F500 roles
- ☐ Collaboration approach
- ☐ Leadership approach
- ☐ Work environment preference
- ☐ Resourcefulness
- ☐ Initiative
- ☐ Dealing with conflict

LEVEL 4 FILTERS

Interpersonal attributes

- ☐ Communication style
- ☐ Remote work preference
- ☐ Areas of improvement
- ☐ Working under pressure
- ☐ Appetite for learning
- ☐ Moving-target goals
- ☐ Introvert/Extrovert

Site Selection & Lease Negotiation



Coworking



Mid-rise



High-rise

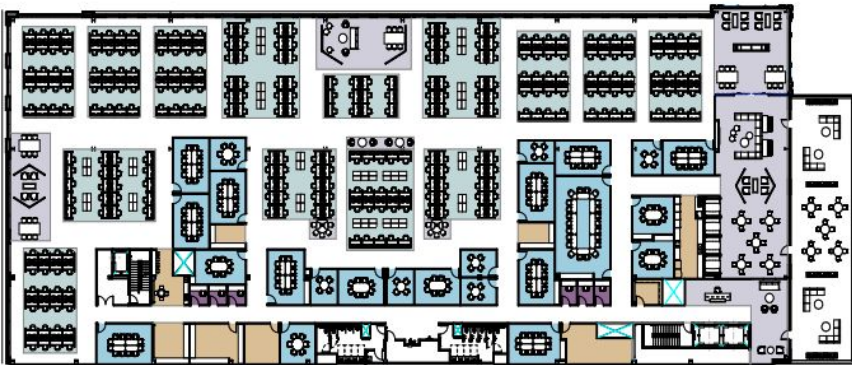
PROPERTY TYPE



LEASE

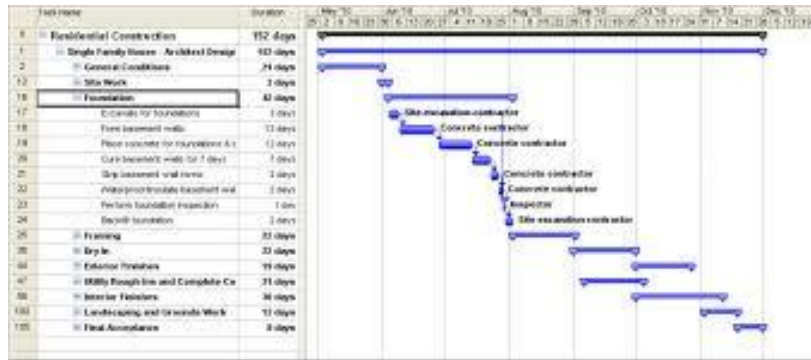
Build and Track Progress

From
DESIGN



OPEN OFFICE (284 5' BENCHING STATIONS)
 CONF ROOMS (24)
 COLLAB SPACE
 PHONE ROOMS (6)
 SUPPORT/STORAGE/IT/PRINT

To
BUILD



Build and Track Progress

TRACK TIME & COSTS



- ☐ Expansion timeline
- ☐ Lease progress
- ☐ Budget
- ☐ Vendor selection
- ☐ Design process
- ☐ Construction
- ☐ Cost tracking

Deliver and Support

- ❑ Ongoing local recruiting needs
- ❑ New employee onboarding
- ❑ Local office ops
- ❑ “State of team” insights for C-suite
- ❑ Other team needs

Like a customer success manager for your remote office.

Why Us: Unparalleled Geo-Specific Relationships

Many more coming soon

REAL ESTATE



INVESTORS

Bloomberg
BETA



EDUCATION & GOVERNMENT



BeyondHQ

Team: Startup Operators With Decades of Growth Experience



Devorah Rosner
Head of Operations

12+ years leading workforce expansion & workspace strategy for companies from 10s to 1000s of employees.



Allie Meng
Product Lead

Product at B2B/B2C startups. Experience growing multiple startups and remote teams in a venture Incubator environment.



Madhu Chamarty
CEO

Co-founder/Early at 4 startups. 12+ years B2B SaaS.



Ross Fubini
Co-Founder, Advisor

Co-Founder, Village Global. Extensive investment and startup incubation experience. Carnegie Mellon, Computer Science.

Team: Where We've Come From



We ensure long-term scaling does not become a liability.

OPPORTUNISTIC GROWTH

Short-Term Decisions



Future-Aware Data-Driven Planning

Expensive Locations



Cost-Effective Locations Across the Country

Temporary Workspace



Dedicated Office Space

Limited Access to Talent



Talent Strategy in Multiple Geos

No Remote Office Resources



Dedicated Support for Local Ops

Remote vs. HQ Cultural Disparity



Interoffice Cultural Alignment

DELIBERATE GROWTH

Your Company
+
BeyondHQ



Where can we help you expand?

BeyondHQ