



FREELANCING AGENCY

CASE STUDY

Startup Business Support

*Helping growing startups build structure,
stay organized, and move faster*

 Illustrative Sample Case Study •  Industry: Startup / Emerging Business

 Service: Business Support •  Timeline: 8 Weeks •  Tools: Google Workspace, Notion, Trello, CRM, Excel



STRIVE Freelancing Agency partnered with a growing startup to strengthen its daily operations and bring clarity to fast-moving priorities. Through streamlined administrative support, organized systems, and consistent reporting, we helped the founder focus on growth while we handled the execution behind the scenes.



*Illustrative sample for portfolio presentation.
Client details have been changed for privacy.*



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Client Overview

Business context at a glance

STRIVE partnered with a growing startup that needed better day-to-day business support, structure, and execution systems so the founder could focus on growth.



BUSINESS TYPE:

Early-stage startup / service-based business



TEAM SIZE:

Founder-led small team



PROJECT TYPE:

Startup business support setup



MAIN GOAL:

Improve structure, coordination, and execution



SUPPORT AREAS:

Admin, scheduling, tracking, reporting, documentation



FOCUS AREAS:

Priorities, follow-ups, task ownership, founder support



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Client Challenge

What needed to improve

1



SCATTERED TASKS

Work tracked in different places, making follow-up difficult.



Trello



Notion



Gmail



WhatsApp



Excel



Sticky Notes

2



FOUNDER OVERLOAD

Founder spending too much time on admin and coordination.

FOUNDER'S TIME (WEEKLY)

Admin & Coordination		62%
Follow-ups		18%
Strategy & Growth		20%

3



MISSED FOLLOW-UPS

Important messages, callbacks, and action items delayed.

	Client requested update	2d ago	●
	Follow-up call	3d ago	●
	Document approval	4d ago	●

4



DISORGANIZED CALENDAR

Meetings, deadlines, and priorities not aligned.

Mon	Tue	Wed
Client Call 10:00 AM	Team Sync 10:00 AM	Reporting 11:00 AM
Sprint Review 11:00 AM	Discovery Call 2:00 PM	Follow-up 3:00 PM
Proposal Due		

5



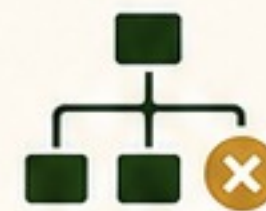
INCONSISTENT REPORTING

No clear weekly visibility on progress.

WEEKLY REPORTS

Week 1	Partial
Week 2	Incomplete
Week 3	Not Shared
Week 4	Partial

6



NO CLEAR SOPS

Repeated tasks handled manually without structured process.

☒	Onboarding new client	×
☒	Project setup	×
☒	Reporting	×
☒	Feedback collection	×



These challenges slowed execution, created confusion, and reduced overall operational clarity.



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Goals & Priorities

What needed to improve first



1 Build a clear task structure

Define key tasks and ownership to create clarity and accountability.



2 Reduce founder admin load

Streamline daily admin so the founder can focus on growth and strategy.



3 Improve scheduling and follow-ups

Ensure deadlines and follow-ups are tracked and never missed.



4 Organize communication and requests

Centralize messages and requests for faster and clearer responses.



5 Create consistent reporting visibility

Establish regular reporting to track progress and highlight what matters.



6 Set up repeatable support systems

Implement processes that make support scalable, reliable, and consistent.

PRIORITY MATRIX: IMPACT VS EFFORT



PRIORITY FOCUS CHECKLIST

1	Build a clear task structure	HIGH
2	Reduce founder admin load	HIGH
3	Improve scheduling and follow-ups	HIGH
4	Organize communication and requests	MEDIUM
5	Create consistent reporting visibility	MEDIUM
6	Set up repeatable support systems	MEDIUM

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Clear priorities create smoother operations, better visibility, and measurable progress.

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STRIVE Solution

How the workflow was improved

-  Business review and support audit
-  Priority mapping and founder task review
-  Task tracker setup and organization
-  Calendar, follow-up, and communication support
-  Reporting structure and weekly visibility
-  Final review and support handover system



AUDIT

Understand the current process and gaps



ORGANIZE

Build systems and set clear priorities



SUPPORT

Provide consistent administrative support



TRACK

Monitor progress and maintain visibility



DELIVER

Deliver results and drive growth



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Work Process

From daily support to weekly reporting



SAMPLE TASK BOARD

TO DO 12	IN PROGRESS 7	REVIEW 4	DONE 14
Website Content Update	CRM Cleanup	Pitch Deck Final Review	Weekly Report May 6
Investor Deck Edits	Onboarding Document	Financial Model Check	Meeting Notes – May 5
Market Research	Social Media Calendar	Partnership Outreach	Expense Tracker Update
Email Follow-ups			
+ Add Task	+ Add Task	+ Add Task	+ Add Task
To Do	In Progress	Review	Done

WEEKLY WORKFLOW OVERVIEW

MON		Plan & Prioritize Review goals, tasks, and deadlines
TUE		Execute & Respond Handle requests, emails, and coordination
WED		Follow-Up & Track Check progress and follow up on action items
THU		Update & Organize Update documents, trackers, and systems
FRI		Review & Report Compile summary and share weekly report

Plan
 Execute
 Track
 Update
 Report

SUPPORT RHYTHM

STRIVE created an organized, recurring system that keeps daily operations moving smoothly and updates leadership with clear, consistent visibility. By maintaining a predictable workflow, the startup team always knew what was pending, in progress, and completed – ensuring accountability and driving results.



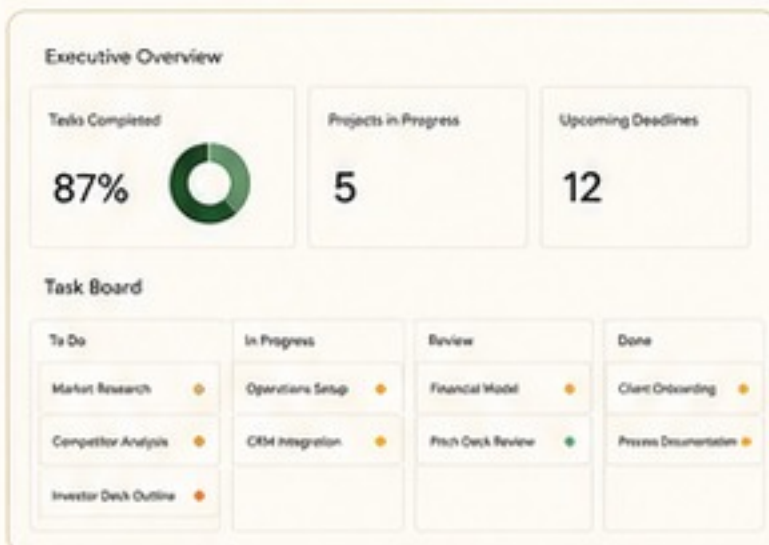
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Deliverables

Project outputs

1 Startup Support Dashboard



Central hub to monitor key tasks, progress, upcoming deadlines, and overall status at a glance.

2 Daily Priority Tracker

DAILY PRIORITIES Date: May 20, 2025

Priority	Task / Activity	Category	Status
1	Review investor deck	Business Dev	Done
2	Follow up with leads	Sales	In Progress
3	Finalize pricing model	Finance	In Progress
4	Operations checklist	Operations	To Do
5	Update CRM pipeline	Admin	To Do

A focused daily task list to stay on track with top priorities and ensure consistent execution.

3 Meeting & Calendar Planner

WEEKLY CALENDAR OVERVIEW
May 19 - May 25, 2025

Date	Time	Meeting / Event	Type	With
Mon, May 19	10:00 AM	Strategy Call	Meeting	Founder
Tue, May 20	2:00 PM	Client Onboarding	Call	Client A
Wed, May 21	11:00 AM	Vendor Check-in	Meeting	Vendor
Thu, May 22	3:00 PM	Marketing Review	Meeting	Team
Fri, May 23	9:30 AM	Weekly Planning	Meeting	Team

Organized meeting schedule and calendar planning to manage time, availability, and commitments effectively.

4 Follow-up & Communication Log

FOLLOW-UP & COMMUNICATION LOG

Date	Contact / Company	Purpose	Next Step	Status
May 19	Client A	Proposal Follow-up	Send pricing	Pending
May 19	Investor B	Intro Follow-up	Share deck	Completed
May 20	Vendor C	Service Inquiry	Get quote	Pending
May 21	Partner D	Collaboration	Schedule call	In Progress
May 22	Lead E	Demo Follow-up	Send recap	Pending

Detailed log to track all client, partner, and vendor communications and ensure timely follow-ups.

5 Weekly Reporting Sheet

WEEKLY REPORT SUMMARY
Week of: May 19 - May 25, 2025

SUMMARY	KEY HIGHLIGHTS
Tasks Completed: 28	✓ Onboarded 1 new client
Tasks In Progress: 7	✓ Completed competitor analysis
Tasks Pending: 5	✓ Updated financial projections
Meetings Held: 6	✓ Improved response time
New Leads: 12	✓ Pipeline increased by 15%
Client Follow-ups: 9	

UPCOMING FOCUS

- Finalize pitch deck
- Prepare investor outreach

Weekly summary of accomplishments, updates, and metrics to track progress and inform decision-making.

6 SOP & Handover Notes

SOP & HANDOVER NOTES

Standard Operating Procedures
- Client Onboarding Process - Communication Workflow - Task Management System - Reporting Guidelines
Handover Notes
- Access credentials shared securely - Ongoing tasks and deadlines reviewed - Key contacts and resources documented - Next steps and priorities outlined

Clear processes and notes to ensure smooth operations and an easy transition when needed.

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Every deliverable was prepared in a clear, organized, client-ready format.

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Before & After

How the process changed

BEFORE		AFTER
 Scattered tasks Tasks were spread across multiple tools and notes, making it hard to see what mattered most.	→	 Unified task visibility All tasks live in one place with clear ownership, priorities, and status—so nothing falls through the cracks.
 Founder handling everything The founder was wearing all hats—juggling operations, clients, deadlines, and decision-making.	→	 Structured support system STRIVE provides a reliable support system that handles operations, freeing the founder to focus on growth.
 Missed follow-ups Important follow-ups were often missed or delayed due to a lack of tracking and reminders.	→	 Clear follow-up tracking Automated reminders and follow-up tracking ensure timely communication and stronger client relationships.
 Disorganized schedules Schedules were reactive and cluttered, leading to conflicts, delays, and inconsistent execution.	→	 Managed calendar flow A streamlined calendar keeps priorities clear, time blocked, and projects moving forward.
 Unclear progress reporting Progress updates were inconsistent, manual, and hard to understand at a glance.	→	 Cleaner reporting & visibility Clear dashboards and reports provide real-time insights for better decisions and stronger accountability.

STRIVE turned fast-moving startup operations
into a *clearer, more organized, execution-ready* workflow.



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Business Outcomes

Results demonstrated by this illustrative project



1. Better task organization

Created structured boards and clear priorities to keep work in the right order.



2. Faster follow-up execution

Established repeatable follow-up systems that accelerate task completion.



3. Reduced founder admin burden

Handled time-consuming operations so the founder could focus on growth.



4. Clearer weekly visibility

Built dashboards and reports that provide a real-time view of progress and priorities.



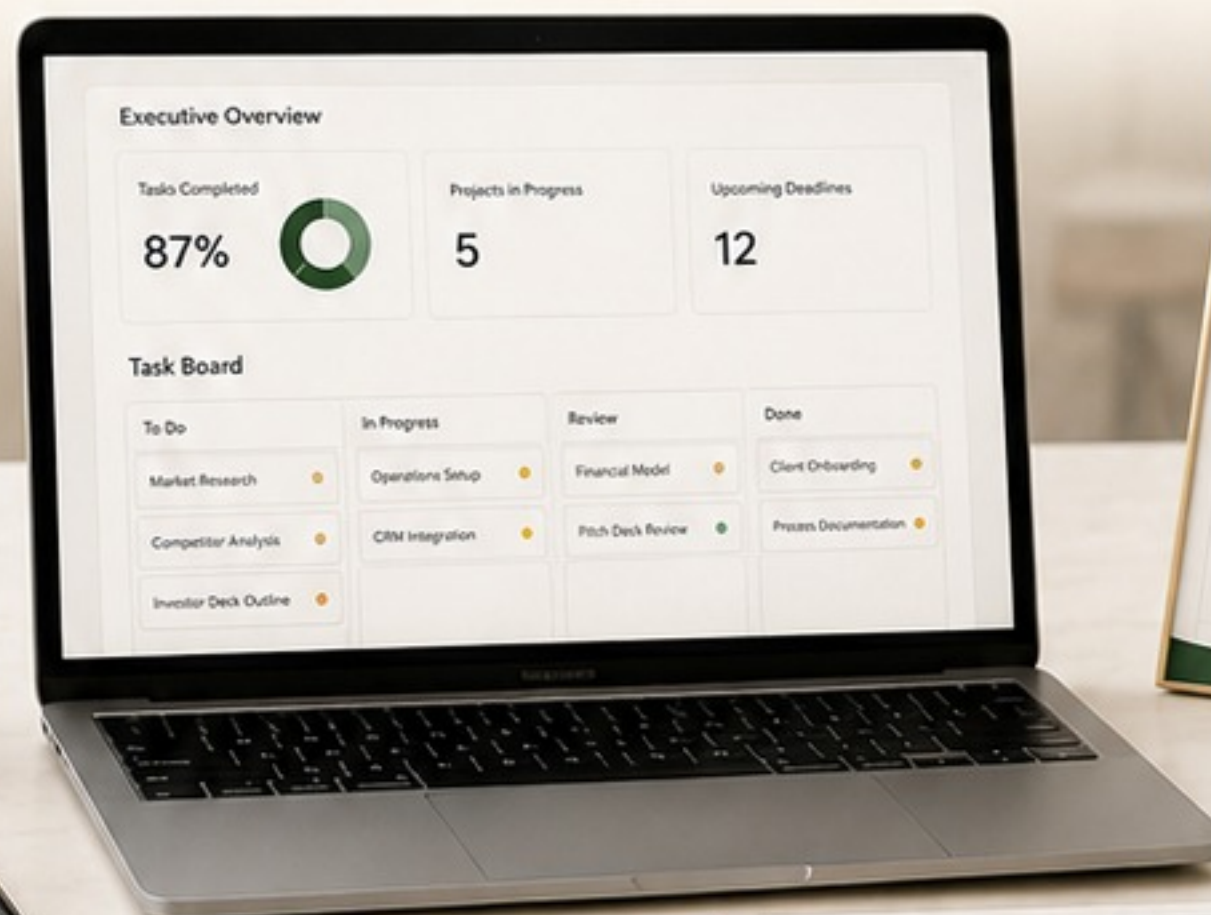
5. More organized communication flow

Standardized updates and channels to keep information accurate and accessible.



6. Stronger operational confidence

Implemented consistent systems that support stability, accountability, and scale.



Verified client feedback will be added after publication approval. No placeholder testimonial is used.

These outcomes reflect the impact of consistent business support and organized systems. By combining planning, communication, and reliable execution, we helped create space for growth and results that matter.



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Need a Similar Solution?

Let's build a stronger support system for your startup

STRIVE helps startups build the structure they need to grow with clarity and confidence. From administrative support and founder assistance to task coordination, reporting, and organized systems — we handle the execution behind the scenes so you can focus on what matters most.



HOW WE WORK WITH YOU



1 Share your current startup support challenge



2 We assess and organize the right support workflow



3 You focus on growth while we support the execution



START YOUR PROJECT



REQUEST CUSTOM QUOTE

Your Goals. Our Support. Great Results.



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