Creative Counter Offer Email for Startup Role

Subject: Optimizing Our Partnership - Counter Proposal

Hey [Founder's Name],

First off, I'm genuinely stoked about the possibility of joining [Startup Name]! The product roadmap you showed me has me already brainstorming ways to accelerate growth and user acquisition.

Here's my thinking on the comp structure - let's make this a true partnership that scales with our success:

Base: $[amount] (modest increase to cover living expenses)

Equity: [percentage]% with early exercise options (I want skin in the game!)

Flexible PTO (because creativity needs recharge time)

$[amount] annual learning stipend (conferences, courses, etc.)

Remote work flexibility (2-3 days WFH)

I know cash is tight in the early stages, but I believe the equity upside and flexibility package creates a win-win. Plus, my experience scaling [previous company/project] from [starting point] to [end result] shows I'm betting on us for the long haul.

What do you think? Ready to build something amazing together?

Cheers,

[Your Name]

P.S. I already have three ideas for improving the onboarding funnel!

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