Advisor tiers, expectations and equity

The three tiers

Tier	Rhythm and time	What they commit to	What can be asked for
Standard	One session a month. About 2 hours	Show up, stay current on where the company is, give a straight view	A monthly hour, and an answer to a question between sessions
Strategic	One session a month, plus ad hoc. About 4 hours	Everything in Standard, and opening their network to the company	Warm introductions they will actually make, and a view on a specific commercial or technical question
Expert	One session a month, plus available in between. About 8 hours	Everything in Strategic, and taking on defined pieces alongside the team	Sitting in a customer or investor conversation, helping recruit, reading material before it goes out, a same-week reply

Expectations, both ways

The company gives the advisor	Every time
Notice of the monthly session	At least a week, with an agenda
Context before the question	The numbers and documents needed to answer usefully, not the question cold
An answer on what happened	What was done with the advice, including when it was ignored
A named owner	One founder owns each advisor relationship and is the point of contact
An honest ending	If the relationship is not working, it is said and ended under the notice provision rather than left to fade

What each tier gets

Tier	Pre-seed	Seed	Series A and later
Standard	0.25%	0.20%	0.15%
Strategic	0.50%	0.40%	0.30%
Expert	1.00%	0.80%	0.60%

Percentages are of the company on a fully diluted basis at the date of the grant. Free to copy and adapt. Latest version at paragarora.com