



Diane Tarshis
Startup Consultant

- 20+ years helping ambitious founders grow & get funded
- Wharton degree
- Wall Street veteran
- Works with clients around the globe & across all industries

Startup Consulting for companies 0-5 years

Business Planning | Financial Projections | Go-to-Market Strategies

About Diane

Meet Diane! She is Founder & Principal of Startup Distillery, an early-stage startup consultancy. Diane specializes in 1:1 business planning, financial projections and go-to-market strategies that give first-time founders the clarity and guidance they need to become profitable sooner and get funded.

She's like the expert that gets founders ready to go on *Shark Tank* so they know exactly what they're doing – instead of betting their futures on trial and error.

Her signature offers are VIP 1-Day experiences that lay the foundation to fast-track profitability, cutting the usual startup timeline in half. You can reach her directly at (773) 871-0110, [send her an email](#) or [book a free call](#).

1:1 Consulting

Business Blueprints • Financial Projections

- 90-Day Consulting Packages: \$6,000
- VIP 1-Day Intensives: \$3,500
- +2-Hour Startup Intensive: \$799

Business Plans

Custom -or- Do-It-Yourself

- Custom Business Plans: \$17,000+
- DIY Business Plan Kit: \$199

Referral Benefits

Receive a thank-you payment for every referral who becomes a client.

- Custom Business Plans: \$1,000+
- VIP Days: \$300+
- 1:1 Consulting: \$300+
- 2-Hour Intensive: \$100
- DIY Business Plan Kit: \$40/copy

Want to Refer Diane?

[Click here](#) to copy & paste her intro.

Ideal Clients

1. **Experts at what they do**, but have never built a business before.
2. **Visionaries driven by purpose and ambition** who don't want to invest in something only to waste time and make a lot of very expensive mistakes.
3. **Value expert advice.** They're used to hiring lawyers, CPAs, financial planners – even personal trainers.
4. **Value time.** They have enough life experience to know it takes time or money to build a successful business... and they can't make more time.
5. **Want to avoid very expensive mistakes** to quickly replace their income, so they don't have to choose between the business and funding their retirement.

Client Benefits

- **More likely to get funded.** 99% of Diane's clients seeking funding have secured it.
- **Less likely to fail.** Clarity + expert guidance + next steps action plan.
- **Fast-track profitability**, bypassing the mistakes that drain startup resources.