Dostal Technology: full audit

Part 1 facts and Part 2 opinion, kept apart.

PUBLISHED SAMPLE · A REAL AUDIT, SHARED WITH THE BUSINESS'S PERMISSION



PREPARED FOR
Dostal Technology

DATE
2026-11-22

WEB
mdostal.com

HOW THIS REPORT WAS MADE
Generated by the Dostal Technology audit system. It is written automatically, using AI models and public sources about Dostal Technology, the business confirmed when the report was ordered.

This combined report joins the documents below, each with its own page numbering:

TL;DR	The headline findings, the top actions, where each section starts and a key to the labels	p. 2
PART 1 · FINDINGS	Facts with sources; items marked UNVERIFIED are not yet confirmed and are listed in the appendix	pp. 3–39
PART 2 · OUR TAKE	Labeled opinion, judgment and assumptions	pp. 40–61
APPENDIX	Methods, unverified items, limits, as-of	pp. 62–83

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TL;DR

Each line is from Part 1, which gives its source and date. Pages are the page numbers each part prints.

- **Not named in any unbranded AI answer.** [G]
- **AI engines name the networks it is listed on.** [G]
- **Found by name and specialism, not for broad buyer phrases.** [D]
- **Prices are published; Fractional CTO sits between named rivals (includes client-provided values).** [G]
- **Mobile homepage is the slowest page tested.** [LH]
- **Email spoofing protection and ad-tag consent are half set up.** [DNS]

Top actions

#	Change	Target (recommended)
1	Check and complete the profiles on Toptal, TechCXO, Fractional Jobs and GoFractional	All four profiles checked and linked within thirty days; the firm named in at least some unbranded fractional CTO answers at the next audit.
2	Give the Audit Report the same prominence as "Book a Call" on the homepage	The Audit Report offered beside it with equal prominence within thirty days.
3	Put "AI consultant for small business" and "tech stack audit" into existing page titles	Among the returned results within ninety days of the title edits.
4	Harden the site, starting with email	Quarantine or reject once legitimate mail is confirmed to pass, within sixty days.
5	Confirm The CTO Club and Listed Fractional listings and show them on the site	Both listings confirmed and linked within thirty days; at least one third-party source cited at the next audit.
6	Brand the firm, not an individual, in page titles and /llms.txt	No namesake answers at the next audit, within ninety days.
7	Pitch the published client stories to Silicon Prairie News	At least one third-party source cited at the next audit, within six months.
8	Cut the site's own script work on the mobile homepage and /contact	Raise the mobile score from its current 76 to 90 or higher, Lighthouse's top band, within sixty days.

Where each section starts

Section	Key finding	Starts on
2. Site inventory	Blog feed has nothing newer than April 2026 [D]	page 3
3. Performance	Homepage is the slowest page on mobile [LH]	page 6
4. Security and privacy	Ad tags load before any consent choice [D]	page 8
5. SEO and structured data	Crawling and discovery basics are in place [D]	page 11
6. Accessibility	Low-contrast text on /products [PW]	page 13
7. AI findability	Found by name in web search, not for short buyer phrases [D]	page 14
8. Competitive landscape	Thirty-eight direct rivals found	page 17
9. Market positioning	AI answers about its name cite other Dostal businesses [G]	page 20
10. Marketability	"Book a Call" opens a calendar with no gate [D]	page 24
11. Growth channels and partnerships	Listed on sixteen platforms [D]	page 26
12. Pricing position	Fractional CTO: fourth highest of the eleven leadership retainers [G]	page 29
13. Geographic scope	Sells nationwide, remote by default (client-provided)	page 33
14. Financial posture	Operating since April 2026 (client-provided)	page 34
15. Local position	No top-ten result on Omaha-qualified searches [L]	page 35
16. Client-provided inputs	Operating location (client-provided)	page 36

Changes in detail: Part 1 page 2. Owners and steps: action plan, Part 2 page 21. Our take on each section: from Part 2 page 2.

Key. [D] fetched page or file · [G] AI answer with web search, source not opened · [PW] real-browser session · [LH] Google Lighthouse · [HDR] response headers · [DNS] public DNS records · [I] inferred from cited evidence · [L] local or maps results · **UNVERIFIED** not yet confirmed, a lead · **INFERENCE** drawn from the evidence · **UNKNOWN** not found in public sources · **client-provided** stated by the business, not verified; Part 2 is opinion. Full key: appendix page 1.

1. Executive summary

0 Unbranded AI answers naming the firm	**2** Brave position for "fractional CTO with edge AI and agentic AI experience"	**6** Correct AI answers to brand questions
76 Homepage (/) performance, mobile	**4.1 s** Homepage (/) Largest Contentful Paint, mobile	**$10,000** Your Fractional CTO price, per month (up to $20,000)

- **Not named in any unbranded AI answer.** Dostal Technology appeared in 0 of the unbranded AI answers asked: 0 on Google Gemini, 0 on Claude, 0 on ChatGPT and 0 on Perplexity. [G]
- **AI engines name the networks it is listed on.** Asked for a "fractional CTO", Google Gemini's answer included GoFractional, Fractional Jobs, TechCXO, Fractionus, Toptal, Bolster and Cerius Executives, all channels Dostal Technology gets work through; across engines Toptal was named in 7 unbranded answers and TechCXO in 6. [G]
- **Found by name and specialism, not for broad buyer phrases.** In Brave Search the firm first appears at position 1 for "Dostal Technology" and position 2 for "fractional CTO with edge AI and agentic AI experience", but is not among the results returned for "fractional CTO Omaha", "fractional CTO for small business" or "AI consultant for small business in Nebraska". [D]
- **Prices are published; Fractional CTO sits between named rivals (includes client-provided values).** Its /pricing page lists Fractional CTO from $10,000 per month [D], between SaaSify Labs' Virtual CTO from $2,500 per month and Kompella Technologies' Fractional tier at $15,000 per month (rival prices UNVERIFIED). What a client paid for the Audit Report, the entry point priced on audit.mdostal.com, comes off the first invoice (Confirmed, also stated on /pricing [D]). (verified as of 2026-11-12) [G]
- **Mobile homepage is the slowest page tested.** The homepage (/) on mobile scores a median 76 for performance with Largest Contentful Paint at 4.1 s, against 100 on the homepage (/) on desktop. (verified as of 2026-11-10) [LH]
- **Email spoofing protection and ad-tag consent are half set up.** mdostal.com has no SPF record at the apex and its DMARC policy is p=none, though DKIM keys are published for Google Workspace and Resend [DNS]. The Google Ads conversion tag and Meta Pixel load as soon as a page opens with no cookie-consent banner detected, while the site states an opt-out through Global Privacy Control or Do Not Track [D]. (verified as of 2026-11-11) [DNS]

Top 8 changes: goal, KPI and target

#	Change	Goal	KPI	Now	Target (recommended)
1	Check and complete the profiles on Toptal, TechCXO, Fractional Jobs and GoFractional	Buyers who follow AI answers to these networks find a complete Dostal Technology profile that leads back to its site.	Unbranded AI answers naming Dostal Technology, all engines queried	0	All four profiles checked and linked within thirty days; the firm named in at least some unbranded fractional CTO answers at the next audit.
2	Give the Audit Report the same prominence as "Book a Call" on the homepage	Buyers who prefer to pay for something small first start with the Audit Report and do not leave.	First call to action on the homepage (/)	Book a Call	The Audit Report offered beside it with equal prominence within thirty days.
3	Put "AI consultant for small business" and "tech stack audit" into existing page titles	Small-business and audit buyers who search in their own words can find the pages that already sell to them.	Brave Search position for "AI consultant for small business in Nebraska"	not in top 20	Among the returned results within ninety days of the title edits.
4	Harden the site, starting with email	A firm that sells tech stack audits passes the same outside checks a prospect can run on it.	DMARC policy for mdostal.com	p=none	Quarantine or reject once legitimate mail is confirmed to pass, within sixty days.
5	Confirm The CTO Club and Listed Fractional listings and show them on the site	Buyers who vet the firm outside its own pages find confirmed third-party listings, and site visitors see them too.	Sources Perplexity cites for "What is mdostal.com?"	Own only	Both listings confirmed and linked within thirty days; at least one third-party source cited at the next audit.
6	Brand the firm, not an individual, in page titles and /llms.txt	Search and AI engines describe Dostal Technology, not a same-named business, when a buyer asks by name.	Brand-question AI answers that described a namesake	2	No namesake answers at the next audit, within ninety days.
7	Pitch the published client stories to Silicon Prairie News	AI engines and buyers find independent sources that back what the firm's own pages say.	Sources ChatGPT cites for "What is Dostal Technology?"	Own only	At least one third-party source cited at the next audit, within six months.
8	Cut the site's own script work on the mobile homepage and /contact	More buyers on phones reach the booking and contact routes without waiting on script work.	Homepage (/) performance score, mobile	76	Raise the mobile score from its current 76 to 90 or higher, Lighthouse's top band, within sixty days.

This audit reviewed mdostal.com, the site of Dostal Technology, a national professional services firm that works from Omaha, NE and Austin, TX and serves clients nationwide, remote by default (Confirmed). The crawl fetched 60 public pages on mdostal.com, its cap, from a sitemap that lists 149 URLs [D], so the site findings rest on a sample. The report covers site upkeep, performance, security and privacy, search basics, accessibility, visibility in AI answers and web search, competitors, positioning, conversion, growth channels, pricing, geographic scope, financial posture and presence where it works from. The evidence is the crawled pages, Lighthouse lab runs, header and DNS checks, Brave Search results, answers from Google Gemini, Claude, ChatGPT and Perplexity, and public research on rivals, much of it UNVERIFIED. (includes client-provided values)

Live-site observations in this section were verified between 2026-11-10 and 2026-11-12. The live site may have changed since.

2. Site inventory

60	7	0
Pages crawled (cap reached)	Posts in the blog feed	Pages wider than a mobile screen

- **Blog feed has nothing newer than April 2026.** The site's feed lists 7 posts dated 2026-02-19 to 2026-04-11, and the newest is 219 days old at this run. (verified as of 2026-11-16) [D]
- **Placeholder check covered only part of the sitemap.** None of the 59 pages checked shows internal or placeholder text; that is 53 of the 149 sitemap pages, and the other 96 were not checked. (verified as of 2026-11-11) [D]
- **No tel: link or phone number on pages checked.** On the 30 pages checked there is no tel: link and no phone number in the page text, while mailto: links appear on /resources and /privacy. (verified as of 2026-11-11) [D]
- **No page is wider than a phone screen.** None of the 13 pages measured at a 390 px mobile viewport is wider than the viewport. (verified as of 2026-11-10) [PW]
- **Linked audit and shop hosts were not read.** audit.mdostal.com and shop.mdostal.com, both linked from the homepage, were not fetched because robots rules disallow it, so their content is unknown in this audit. (verified as of 2026-11-12) [D]

/contact was crawled at two addresses that differ only in the query string and is one page here, so this count is one lower than the pages the crawl counts.

This section inventoried mdostal.com and the hosts it links to [D]. The crawl fetched 60 public pages, its cap, against a sitemap of 149, so it read a sample. The homepage, /blog, /faq and /contact answer HTTP 200, and none of the 13 pages measured at a 390 px mobile viewport is wider than the viewport [PW]. The weak points are a blog feed whose newest post is 219 days old, and audit.mdostal.com and shop.mdostal.com, linked from the homepage, which were not fetched (robots).

The sitemap lists 149 pages and the crawl stopped at its cap of 60, so this inventory reads a sample of the site, not all of it [D]. The broken response observed is off the main site: the root of mdostal.github.io, a same-name host that appeared in search results, answers HTTP 404, while the linked mdostal.github.io/portunus page answers HTTP 200. The brand-name domain dostaltechnology.com is not on the business record: the DNS lookup shows its website parked and its mail active, so someone uses it for email and it is not the firm's site. mdostal.com itself is registered with NameCheap, Inc. through 2027-12-01.

Related hosts

Host: book.mdostal.com; audit.mdostal.com; tools.mdostal.com; shop.mdostal.com; life.mdostal.com; mdostal.github.io/portunus; drone.mdostal.com.

All 7 hosts were found the same way: linked from the site.

Domains and DNS [D] (DNS lookups, the home page or the linked page fetched once, RDAP for each registered domain)

Host	DNS	HTTP	Page title	Registrar	Registered	Expires
mdostal.com	A 216.150.16.129, 216.150.1.1; NS ns1.vercel-dns.com, ns2.vercel-dns.com; MX smtp.google.com; TXT google-site-verification	200	Dostal Technology - We Fix Broken Tech Stacks | Fractional CTO & AI	NameCheap, Inc.	2014-12-01	2027-12-01
www.mdostal.com	A 216.150.1.193, 216.150.16.193	200	Dostal Technology - We Fix Broken Tech Stacks | Fractional CTO & AI	NameCheap, Inc.	2014-12-01	2027-12-01
book.mdostal.com	A 216.150.16.1, 216.150.1.193	200	Book a call | Dostal Technology	NameCheap, Inc.	2014-12-01	2027-12-01
audit.mdostal.com	A 216.150.1.1, 216.150.16.1	not fetched	—	NameCheap, Inc.	2014-12-01	2027-12-01
tools.mdostal.com	A 216.150.1.65, 216.150.1.193	200	Tools — mdostal.com	NameCheap, Inc.	2014-12-01	2027-12-01
shop.mdostal.com	A 216.150.16.193, 216.150.1.193	not fetched	—	NameCheap, Inc.	2014-12-01	2027-12-01
life.mdostal.com	A 216.150.1.193, 216.150.16.129	200	Mathew Dostal — Life Outside the Terminal	NameCheap, Inc.	2014-12-01	2027-12-01
mdostal.github.io/portunus	A 185.199.108.153, 185.199.110.153, 185.199.111.153, 185.199.109.153	200	Portunus — a secret broker that never lets an LLM see the secret	—	—	—
drone.mdostal.com	A 216.150.1.65, 216.150.1.1	200	Dostal Aerial	NameCheap, Inc.	2014-12-01	2027-12-01
mdostal.github.io	A 185.199.109.153, 185.199.108.153, 185.199.110.153, 185.199.111.153	404	Site not found · GitHub Pages	—	—	—
demo.drone.mdostal.com	A 216.150.16.193, 216.150.1.129	not fetched	—	NameCheap, Inc.	2014-12-01	2027-12-01
dostaltechnology.com (not on the record: parked website, active mail)	A 15.197.148.33, 3.33.130.190; NS ns14.domaincontrol.com, ns13.domaincontrol.com; MX dostaltechnology-com.mail.protection.outlook.com; TXT v=verifydomain, other, v=spf1	200	—	GoDaddy.com, LLC	2019-04-27	2027-04-27
blog.mdostal.com	A 216.150.16.1, 216.150.1.193	200	Writing | Mathew Dostal	NameCheap, Inc.	2014-12-01	2027-12-01
me.mdostal.com	A 216.150.1.193, 216.150.1.1	200	Mathew Dostal - Fractional CTO & Principal Architect	NameCheap, Inc.	2014-12-01	2027-12-01

Site checks [D] [PW] (public pages re-read; mobile measured at 390 px)

Check	Where	Observed
Pages showing internal text	all pages checked	0
Pages wider than the phone screen	mobile (390 px)	0
Controls outside the phone screen	/ (mobile)	0
Controls outside the phone screen	/products (mobile)	0
Controls outside the screen	/ (desktop)	0
Controls outside the screen	/products (desktop)	0
Status	/blog	200
Status	/faq	200
Status	/contact	200
tel: link / phone text / mailto: / street address	all pages checked	tel 0, phone text 0, mailto 2, address 0 pages
Links to a social profile	Instagram	linked
Links to a social profile	Facebook	linked
Links to a social profile	YouTube	linked
Links to a social profile	TikTok	not linked
Links to a social profile	X	linked
Links to a social profile	LinkedIn	linked

Findings

- **The blog feed's newest post is 219 days old** [D]: The feed at mdostal.com/feed.xml lists 7 posts dated 2026-02-19 to 2026-04-11, and the newest is 219 days old at this run [D]. The /blog page answers HTTP 200, so the section is live but quiet. Buyers weighing a fractional CTO or AI consultant who open the feed see nothing newer than 2026-04-11. (verified as of 2026-11-16)
- **Blog index title names a person, not the firm** [D]: blog.mdostal.com answers HTTP 200 and resolves to mdostal.com/blog/, which is titled "Writing | Mathew Dostal" [D]. The homepage is titled "Dostal Technology - We Fix Broken Tech Stacks | Fractional CTO & AI" and book.mdostal.com is titled "Book a call | Dostal Technology", so the blog index title leaves the firm's name out where those pages carry it. (verified as of 2026-11-11)
- **Placeholder check covered 53 of the 149 sitemap pages** [D]: None of the 59 public pages checked shows internal or placeholder text; those 59 include 53 of the 149 sitemap pages, and the other 96 were not checked [D]. The crawl itself fetched 60 pages, its cap, so the result holds for the pages read and says nothing about the rest of the sitemap. A full-sitemap pass would be needed before treating the unchecked pages as free of leftover text. (verified as of 2026-11-11)
- **No tel: link or phone number on the pages checked** [D]: Buyers still have routes in: /contact answers HTTP 200 and book.mdostal.com answers HTTP 200 with the title "Book a call | Dostal Technology". No street address appears on those pages either, which fits a firm with no storefront; if the firm wants phone enquiries, none of the pages checked offers a number. (verified as of 2026-11-11)
- **Some linked hosts were unread, gated or return an error** [D]: audit.mdostal.com and shop.mdostal.com, both linked from the homepage, were not fetched because robots rules disallow it, so their content is UNKNOWN in this audit [D]. drone.mdostal.com, linked from /portfolio, answers HTTP 200 but lands on a gate page titled "Dostal Aerial". The root of mdostal.github.io answers HTTP 404 ("Site not found · GitHub Pages") while the

linked mdostal.github.io/portunus page answers HTTP 200; it is worth confirming that the gate is what a buyer arriving from the portfolio should see. (verified as of 2026-11-11)

Live-site observations in this section were verified between 2026-11-08 and 2026-11-16. The live site may have changed since.

3. Performance

76	4.1 s	100
Homepage performance, mobile	Homepage LCP, mobile	Homepage performance, desktop

- **Homepage is the slowest page on mobile.** Lighthouse scored the homepage (/) on mobile at a median 76 for performance, with Largest Contentful Paint at 4.1 s. (verified as of 2026-11-10) [LH]
- **Desktop is fast on every page tested.** Desktop performance is a median 100 on the homepage (/), /pricing, /products and /testimonials, and 99 on /contact on desktop. (verified as of 2026-11-10) [LH]
- **Contact page runs the most script on mobile.** Scripts used 4,148 ms of main-thread time on /contact on mobile, against 671 ms on /contact on desktop. (verified as of 2026-11-10) [LH]
- **Best-practices score dips on the mobile homepage and /products.** Best practices is a median 77 on the homepage (/) on mobile and on /products on mobile, and 100 on both pages on desktop. (verified as of 2026-11-10) [LH]

This section ran Lighthouse lab tests [LH] on the homepage (/), /pricing, /products, /contact and /testimonials, on mobile and desktop. Desktop is fast: the homepage (/) on desktop scores a median 100 for performance, with Largest Contentful Paint at 634 ms. Mobile is slower and uneven: median performance is 76 on the homepage (/), 81 on /products, 89 on /contact, 93 on /pricing and 94 on /testimonials, all on mobile. Layout is stable, with a median Cumulative Layout Shift of 0 on the homepage (/) on mobile.

For a buyer on a phone, the gap between mobile and desktop is the main point [LH]. The homepage (/) on mobile blocks the main thread for a median 333 ms, against 0 ms on the homepage (/) on desktop. Lighthouse measured much heavier script work on mobile: scripts used 4,024 ms of main-thread time on the homepage (/) on mobile and 967 ms on the homepage (/) on desktop. The pages with the least script work on mobile, /pricing (1,256 ms) and /testimonials (1,003 ms), are also the ones with the highest mobile performance scores. Because the site is where buyers get in touch, the mobile homepage and /contact are the pages to work on first.

	Performance		Accessibility		Best practices		SEO	
	desktop	mobile	desktop	mobile	desktop	mobile	desktop	mobile
/	100	76	100	100	100	77	100	100
/pricing	100	93	100	100	100	100	100	100
/products	100	81	96	96	100	77	100	100
/contact	99	89	100	100	100	100	100	100
/testimonials	100	94	100	100	100	100	100	100

90–100 · 50–89 · 0–49 · Bands are Lighthouse's standard score bands.

Lighthouse scores by page, category and form factor [LH] (median of repeated runs; standard Lighthouse bands)

Lighthouse timings and page weight by page and form factor (median of repeated runs)

Page	Form factor	First paint (FCP)	Main content (LCP)	Blocking time (TBT)	Script time	Page weight
/	mobile	1.2 s	4.1 s	333 ms	4.0 s	1.0 MB
/	desktop	276 ms	634 ms	0 ms	967 ms	792 KB
/pricing	mobile	982 ms	3.1 s	108 ms	1.3 s	500 KB
/pricing	desktop	294 ms	565 ms	0 ms	513 ms	608 KB
/products	mobile	1.3 s	3.8 s	269 ms	3.6 s	971 KB
/products	desktop	329 ms	628 ms	0 ms	709 ms	643 KB
/contact	mobile	980 ms	3.3 s	139 ms	4.1 s	507 KB
/contact	desktop	292 ms	657 ms	0 ms	671 ms	559 KB
/testimonials	mobile	974 ms	3.0 s	83 ms	1.0 s	492 KB
/testimonials	desktop	277 ms	595 ms	0 ms	183 ms	599 KB

For all 10 rows, the back/forward cache is restorable.

Findings

- **Third-party code takes 11% of main-thread time on / (mobile)** [LH]: Lighthouse measured 476 ms of third-party code in 4,191 ms of main-thread time on / (mobile), both at the same simulated CPU rate. The figure counts the time Lighthouse attributes to third-party code itself; the site's own scripts and the rest of the page's work make up the remainder. The third parties Lighthouse names there are Facebook and Google Tag Manager. The share on /products (mobile) is 13% (476 ms of 3,774 ms). (verified as of 2026-11-10)
- **Homepage on mobile is the slowest page tested** [LH]: The homepage (/) on mobile scores a median 76 for performance, with Largest Contentful Paint at 4.1 s, Speed Index at 4.5 s and Total Blocking Time of 333 ms [LH]. The Largest Contentful Paint element there is a block of introductory text, not an image, so no image file is involved. Results varied between runs, so retest after any change. (verified as of 2026-11-10)
- **The site's own scripts, not tracking tags, use the mobile main thread** [LH]: Scripts used 4,024 ms of main-thread time on the homepage (/) on mobile and 3,599 ms on /products on mobile, and the largest entries Lighthouse lists are the site's own script chunks and page documents. (verified as of 2026-11-10)
- **Contact page carries the heaviest script work on mobile** [LH]: Scripts used 4,148 ms of main-thread time on /contact on mobile, the most of the pages tested, and the largest entry is a single script chunk served from the site's own domain [LH]. The page still scores a median 89 for performance on mobile, with Largest Contentful Paint at 3.3 s. On desktop, /contact scores 99 with 671 ms of script time. This is a page where buyers get in touch, so that chunk is worth splitting or deferring. (verified as of 2026-11-10)
- **Facebook and Google Tag Manager add download weight on the homepage and /products** [LH]: Third parties transferred 382 KB on the homepage (/) on mobile, where the median total transfer was 1.0 MB [LH]. On /products on mobile they transferred 387 KB, where the median total was 971 KB. For comparison, /pricing on mobile transferred a median 500 KB in total. Their measured main-thread cost is 11% to 13% of main-thread time, so this is a download-weight matter rather than a blocking one. (verified as of 2026-11-10)
- **Best-practices and accessibility scores slip on specific pages** [LH]: Best practices is a median 77 on the homepage (/) on mobile and 77 on /products on mobile, while both pages score 100 on desktop [LH]. Accessibility is 96 on /products on mobile and on desktop, against 100 on the homepage (/) on mobile. The evidence collected does not record which audits failed, so the full Lighthouse report for those pages is the place to find the failing items. (verified as of 2026-11-10)

Live-site observations in this section: verified as of 2026-11-10. The live site may have changed since.

4. Security and privacy

63	0	TLSv1.3
Days until certificate expires	Cookies set in HTTP response	TLS protocol negotiated

- **Ad tags load before any consent choice.** The Google Ads conversion tag and Meta Pixel load as soon as a page opens with no cookie-consent banner detected first [D]. The site states it honours Global Privacy Control and Do Not Track as an opt-out, but offers no on-page control for visitors whose browser sends no such signal. (verified as of 2026-11-11) [D]
- **Email spoofing protection is only partly set up.** mdostal.com has no SPF record at the apex and its DMARC policy is p=none, though DKIM keys are published for Google Workspace and Resend. [DNS]
- **Content-Security-Policy reports but blocks nothing.** The policy on mdostal.com is sent in report-only mode and names no reporting endpoint, so violations are neither blocked nor collected. (verified as of 2026-11-10) [HDR]
- **Transport encryption is sound.** mdostal.com negotiated TLSv1.3 with a trusted Let's Encrypt certificate and sends the strict-transport-security header. (verified as of 2026-11-09) [HDR]

This section looked at mdostal.com from the public internet: its TLS certificate, response headers, DNS mail records and the trackers a browser loads. Nothing was logged into or scanned for vulnerabilities. The gaps are in privacy and email. The Content-Security-Policy is report-only [HDR].

A buyer who opens mdostal.com gets a connection the site tells browsers to keep on HTTPS. Its headers also restrict framing to the same origin, stop content-type sniffing, limit referrer detail and switch off camera, microphone and geolocation [HDR]. The HTTP response itself sets 0 cookies [HDR], and CAA records limit who may issue certificates for the domain to letsencrypt.org, pki.goog and sectigo.com [DNS]. An email recipient gets less. Mail from Google Workspace and Resend is DKIM-signed, and send.mdostal.com has its own SPF record, but the apex has no SPF and DMARC is at p=none [DNS]. That leaves receiving servers with no instruction to quarantine or reject mail that fakes the firm's address. Dostal Technology wants to be found for tech stack audits, and a prospect can run these same checks from outside.

Security headers on the home page [HDR] (OBSERVED; "absent" means the header was not sent)

Header	Observed value
Strict-Transport-Security (HTTPS only)	max-age=63072000
Content-Security-Policy	report-only
X-Frame-Options (clickjacking)	SAMEORIGIN
X-Content-Type-Options	nosniff
Referrer-Policy	strict-origin-when-cross-origin
Permissions-Policy	camera=(), microphone=(), geolocation=()
Server (software banner)	Vercel
X-Powered-By (software banner)	Next.js

Every row of this table is for the host mdostal.com.

Certificate, DNS, cookie and privacy checks [HDR] [DNS]

Check	Observed
TLS protocol	TLSv1.3
Certificate trusted	yes
Certificate days remaining	63
Certificate issuer	Let's Encrypt
SPF (email sender policy)	absent
SPF on sending subdomains (return path)	send.mdostal.com: v=spf1 include:amazonses.com ~all
DKIM keys (common selectors checked)	google (Google Workspace), resend (Resend)
DMARC (email spoofing policy)	p=none
CAA (allowed certificate issuers)	type CAA issue letsencrypt.org, type CAA issue pki.goog, type CAA issue sectigo.com
Privacy policy page	mdostal.com/privacy

Every row in this table is OBSERVED: seen at the time of observation.

Every row of this table is for the host mdostal.com.

Tracking, consent and CSP detail [HDR] [D] (headers, page HTML, site JS and browser requests); 6 more rows in the appendix

Host	Check	Observed
mdostal.com	Content-Security-Policy mode	report-only
mdostal.com	CSP reporting endpoint	none
mdostal.com	Origins loaded but not in the CSP allowlist	lh3.googleusercontent.com
mdostal.com	Cache-Control on the HTML	public, max-age=0, must-revalidate
mdostal.com	Back/forward cache	not blocked by Cache-Control
site	Tracking tool: TikTok Pixel	code present, not seen loading
site	Tracking tool: LinkedIn Insight Tag	code present, not seen loading
site	Tracking tool: Reddit Pixel	code present, not seen loading
site	Tracking tool: X (Twitter) Pixel	code present, not seen loading
site	Tracking tool: Pinterest Tag	code present, not seen loading
site	Tracking tool: Snap Pixel	code present, not seen loading
site	Tracking tool: PostHog	code present, not seen loading
site	Cookie-consent banner (all pages checked, HTML and browser)	not detected
site	Opt-out by browser signal (GPC / Do Not Track)	Global Privacy Control, Do Not Track
site	Loads before any consent choice	Google Ads conversion tag, Meta Pixel
6 more rows	listed in the appendix under Full page lists, "Security and privacy: Tracking, consent and CSP detail", appendix page 9	

Findings

- **Google Ads and Meta Pixel load before any consent choice, with no on-page control**: On the homepage (/), /contact and /book, the browser requested Google Ads (ad.doubleclick.net, googleads.g.doubleclick.net) and Meta Pixel (connect.facebook.net) on page load, and no cookie consent banner was detected [PW]. The privacy

policy names the Meta Pixel and the Google tag for Google Ads, and states that the ad tags do not load when the browser sends Global Privacy Control or Do Not Track; the test browser sent neither signal [D]. A visitor whose browser sends no such signal gets no on-page banner or settings control, and adding one would close that gap. (verified as of 2026-11-09)

- **The Content-Security-Policy is report-only and its reports go nowhere** [HDR]: mdostal.com sends no enforcing content-security-policy header. The policy arrives as Content-Security-Policy-Report-Only, so violations are only reported and nothing is blocked [HDR]. It names no reporting endpoint, so those reports are not collected, and it does not allow lh3.googleusercontent.com, an origin the pages load. Add a report-to or report-uri endpoint, add that origin to the allowlist if it is intended, and switch to enforcing mode once the reports are clean. (verified as of 2026-11-10)
- **No SPF record at the apex, and DMARC is set to p=none** [DNS]: mdostal.com has no SPF (TXT) record at the apex. Its DMARC policy is p=none with no reporting address, so receiving servers are asked to take no action on failing mail and the firm gets no reports of who sends as its domain [DNS]. DKIM keys are published for Google Workspace and Resend, and send.mdostal.com publishes its own SPF record (amazonses.com) for mail sent with that return path, so those pieces are already in place. What remains is an apex SPF record for the Google mail service the MX record (smtp.google.com) points to, then a DMARC reporting address and a move to quarantine or reject once legitimate mail is confirmed to pass.
- **PostHog analytics named in the privacy policy was not seen loading** [D]: The privacy policy names PostHog (analytics) and PostHog code is in the site's JS files, but no browser page load requested it from the vendor's own host [D]. It may still load through a first-party proxy this check did not recognize, so confirm in the PostHog account that visits are being recorded. The site's JS files also carry TikTok Pixel, LinkedIn Insight, Reddit Pixel, X pixel, Pinterest Tag and Snap Pixel code, likewise not seen loading. If any of these is switched on, check that the privacy policy names it. (verified as of 2026-11-09)
- **The Let's Encrypt certificate expires on 2027-01-12** [HDR]: The certificate mdostal.com presents is trusted for the hostname and was issued by Let's Encrypt. It had 63 days left when checked and expires on 2027-01-12 [HDR]. This is not urgent, but whether renewal is automated cannot be seen from outside, so confirm that the hosting setup renews it before that date. (verified as of 2026-11-09)

Not visible from outside

- **Server patch levels: UNKNOWN**: Software versions and patching are not visible from outside and were not probed.
- **Admin accounts and access control: UNKNOWN**: Who can sign in to the site, hosting and domain accounts, and how, cannot be seen from outside.
- **Backups and incident response: UNKNOWN**: Whether backups exist and are tested cannot be observed from the public site.
- **Handling of collected personal data: UNKNOWN**: How form submissions and customer data are stored or shared is not visible outside-in.

Live-site observations in this section were verified between 2026-11-09 and 2026-11-11. The live site may have changed since.

5. SEO and structured data

149	60	6
URLs in the sitemap	Crawled pages with JSON-LD	Crawled pages set to noindex

- **Crawling and discovery basics are in place.** robots.txt on mdostal.com allows crawling with 2 Disallow rules and names a sitemap, and that sitemap lists 149 URLs. (verified as of 2026-11-11) [D]
- **Target phrases beyond fractional CTO are absent from titles.** On mdostal.com the /fractional-cto title reads "Fractional CTO Services | Dostal Technology", but the /smb title reads "Small Business Tech & Growth | Dostal Technology" and /enterprise/audit reads "Technology & Architecture Audit | Dostal Technology"; neither uses the "AI consultant" or "tech stack audit" wording the firm wants to be found for. (verified as of 2026-11-12) [D]
- **Structured data on every crawled page.** All 60 crawled pages on mdostal.com declare JSON-LD, with types including Organization, ProfessionalService, Service, Offer, FAQPage and BlogPosting. (verified as of 2026-11-11) [D]
- **Several titles run past what search results show.** The homepage (/) title on mdostal.com is 67 characters and the /portfolio/chickfila-offline-ordering title is 79, both longer than search results usually show. (verified as of 2026-11-11) [D]
- **6 crawled pages ask search engines to skip them.** 6 of the 60 crawled pages on mdostal.com carry noindex: /docs/forms/testimonial, /materials/one-pager, /materials/one-pager-leadership, /materials/one-pager-builder, /materials/one-pager-delivery and /materials/profile-kit. (verified as of 2026-11-11) [D]

This section read robots.txt, the sitemap, /llms.txt and the titles, descriptions, headings, canonicals and JSON-LD of 60 crawled pages on mdostal.com [D]; the sitemap lists 149 URLs, so the rest were not checked. The foundation is sound: crawling is allowed, robots.txt names none of the AI crawlers checked so they fall under the general allow rule, and all 60 crawled pages declare structured data. 6 crawled pages ask not to be indexed, and 5 declare no canonical URL. The gaps are in wording: some titles are too long, some name an individual instead of the firm, and two of the phrases the firm wants to be found for are absent from the existing page titles closest to them.

Search basics by page [D] (OBSERVED by the crawl; "absent" means not found; /contact was crawled at two addresses that differ only in the query string and is one row here, so this table has one row fewer than the pages the crawl counts)

Page	Title	Meta description
/	Dostal Technology - We Fix Broken Tech Stacks | Fractional CTO & AI	Dostal Technology fixes broken tech stacks for growth-stage companies, leading with Agentic AI & Edge AI systems — backed by mobile, distributed systems, and fintech infrastructure depth. Fractional CTO leadership for startups, small businesses, and enterprise.
/products	Products & Platforms | Dostal Technology	Products Mathew built and shipped at Frontiers Market and at Firefly Events (co-founded with Don Matthews), plus the AI crew and tooling Dostal Technology is building now, including Pantheon.
/pricing	Pricing | Dostal Technology	Published prices for Dostal Technology: Tech Checkup, Growth Checkup, Build & Handoff, Advisory Partnership, Architecture & Risk Audit, Technical Advisory, Strategic Sprint and Fractional CTO. Audit Report prices are on audit.mdostal.com.
/contact	Contact | Dostal Technology	Get in touch for fractional CTO engagements, technical consulting, or strategic advisory.

Page	Title	Meta description
/book	Book a call | Dostal Technology	Free intro call with Dostal Technology.
54 more pages		all have a title, a meta description and structured data

H1 headings: 1 on each of the 59 pages.

For the 5 pages shown, the structured data is "Person, WebSite, Organization, ProfessionalService".

Site files for search engines [D]

Allows crawling
robots.txt (mdostal.com)

66 lines
llms.txt (mdostal.com)

Findings

- **Two target phrases are absent from existing page titles** [D]: Of the phrases the firm wants to be found for, "fractional CTO" has a direct match in the /fractional-cto title on mdostal.com, "Fractional CTO Services | Dostal Technology" [D]. The existing /smb page is titled "Small Business Tech & Growth | Dostal Technology" and its meta description does not mention AI, while /enterprise/audit is titled "Technology & Architecture Audit | Dostal Technology" and /tech-checkup "Tech Checkup | Dostal Technology"; among these, "tech stack" wording appears only in the homepage (/) title. The fix is to improve these existing pages: edit the /smb title and meta description to use the phrase "AI consultant for small business", and edit the /enterprise/audit or /tech-checkup title to use "tech stack audit". (verified as of 2026-11-12)
- **Some titles brand an individual, not Dostal Technology** [D]: The titles of /about, /blog, /resume and /sponsors on mdostal.com carry an individual's name and leave out "Dostal Technology" [D], and the posts /blog/how-to-hire-engineers and /blog/right-sizing-your-devops-stack end the same way, while pages such as /pricing end "| Dostal Technology". The first statement recorded from /llms.txt likewise describes an individual rather than the firm. Ending these titles with the firm name, and opening /llms.txt with a sentence about Dostal Technology, would back the Organization entity the homepage (/) declares in its JSON-LD. (verified as of 2026-11-11)
- **Several titles run longer than search results usually show** [D]: The homepage (/) title on mdostal.com is 67 characters, /portfolio/hertz-digital-transformation is 77, /portfolio/chickfila-offline-ordering is 79 and /labs/hive-plan-ceremony is 61, each over the length search results usually show [D]. On the homepage (/) the tail of "Dostal Technology - We Fix Broken Tech Stacks | Fractional CTO & AI" is the part most likely to be cut, and that tail holds the service phrase. Shorten these titles so the service wording sits early. (verified as of 2026-11-11)
- **/pricing publishes prices without Offer markup** [D]: The /pricing page on mdostal.com describes itself as published prices for Dostal Technology, yet its JSON-LD stops at the site-wide Person, WebSite, Organization and ProfessionalService types [D]. The homepage (/) JSON-LD detail records Offer markup on /enterprise, /smb, /fractional-cto, /tech-checkup, /smb/checkup and /tools/roi-estimator, so the pattern exists and can be extended to /pricing. The case studies /showcase/all-that-technology and /showcase/cadex-legacy also carry only the site-wide types, while /portfolio/hertz-digital-transformation adds CreativeWork. (verified as of 2026-11-11)
- **Noindex is confined to a form and handouts, with one sibling left open** [D]: 6 of the 60 crawled pages on mdostal.com ask search engines not to index them [D]: /docs/forms/testimonial, /materials/one-pager, /materials/one-pager-leadership, /materials/one-pager-builder, /materials/one-pager-delivery and /materials/profile-kit. The 5 pages that declare no canonical URL are those /materials pages, so the missing tag costs nothing while they stay out of the index. Their sibling /materials/one-pager-fcto on mdostal.com is

indexable, declares its own canonical and is titled "Architecture & Risk Audit | Dostal Technology"; confirm that is intended, since it is then open to search as an audit page. (verified as of 2026-11-11)

Live-site observations in this section were verified between 2026-11-11 and 2026-11-12. The live site may have changed since.

6. Accessibility

5	2	96
Low-contrast elements, /products (serious)	Rules failed, /about	Lighthouse accessibility, /products, mobile

- **Low-contrast text on /products.** The color-contrast rule (serious) failed on 5 elements on /products, the only rule to fail there (1 rule failed on /products). (verified as of 2026-11-10) [PW]
- **/about fails contrast and link-distinction rules.** 2 rules failed on /about: color-contrast (serious) on 2 elements and link-in-text-block (serious) on 1 element. (verified as of 2026-11-10) [PW]
- **/products is the only scored page below a full Lighthouse score.** /products scored 96 on mobile and 96 on desktop for Lighthouse accessibility, while the homepage (/) scored 100 on mobile and 100 on desktop. (verified as of 2026-11-10) [LH]
- **Homepage and /pricing raised no automated rule failure.** No automated rule failed on the homepage (/) or on /pricing in the desktop-viewport check, which is not the same as those pages being free of barriers. (verified as of 2026-11-10) [PW]

This section ran automated rule checks in a real browser on the homepage (/), /products, /about and /pricing, took Lighthouse accessibility scores, and checked images for an alt attribute. [PW] No rule failed on the homepage (/) or /pricing; 1 rule failed on /products and 2 rules failed on /about, and every failure on /products and /about is rated serious. [D] On the homepage (/), 0 images lack an alt attribute. Automated checks catch only part of what a visitor with a disability meets, so these results do not show the site is free of barriers.

Automated accessibility rule failures [PW] (OBSERVED; elements affected per rule)

Page	Rule	Elements affected
/about	color-contrast	2
/about	link-in-text-block	1
/products	color-contrast	5

For all 3 rows, the impact is serious.

Lighthouse accessibility score [LH] (median of repeated runs)

Page	Form factor	Accessibility score
/products	mobile	96
/products	desktop	96

The other 8 rows score 100: /, /contact, /pricing and /testimonials, each on mobile and desktop.

Images without alt text [D] (crawl)

0
Images with no alt attribute

Images with no alt attribute: 0 on each of the 64 pages checked, including /, /pricing, /products, /contact and /book. 59 of them are from the latest crawl; 5 were read only by an earlier crawl (/blog/what-does-a-cto-actually-do, /blog/the-week-i-stopped-coding, /docs/statement-of-work, /docs/master-consulting-agreement and /docs/client-intake-questionnaire).

Findings

- **/products scores 96 on Lighthouse; the other scored pages reach 100** [LH]: /products scored 96 on mobile and 96 on desktop for Lighthouse accessibility. The homepage (/), /pricing, /contact and /testimonials each scored 100 on mobile and 100 on desktop. This evidence holds no Lighthouse score for /about, so its failures show only in the rule check. (verified as of 2026-11-10)
- **Alt attributes are present, but their wording was not checked** [D]: On the pages checked, 0 images are missing an alt attribute, including the homepage (/), /products, /about, /portfolio and /companies. That check confirms the attribute exists, not that its text describes the image. A manual screen-reader pass on the image-heavy /portfolio and /companies pages is still needed. (verified as of 2026-11-12)

Limits

- **Automated checks find only part of the barriers**: Automated rules catch a share of accessibility problems. Keyboard use, screen reader flow, captions and plain language need a manual check, which this audit did not do.
- **Only the pages in the tables above were checked automatically**: Pages not listed were not tested; a passing rule here does not mean the whole site passes it.
- **Not a conformance statement**: These results do not certify the site against an accessibility standard or law.

Live-site observations in this section were verified between 2026-11-09 and 2026-11-12. The live site may have changed since.

7. AI findability

0	6	2
Unbranded AI answers naming the firm	Brand answers describing the firm correctly	Brand answers mixing in a namesake

- **Found by name in web search, not for short buyer phrases.** In Brave Search the firm first appears at position 1 for "Dostal Technology" and position 2 for "fractional CTO with edge AI and agentic AI experience", but is not among the 20 results returned for "fractional CTO Omaha", "fractional CTO for small business" or "AI consultant for small business in Nebraska". [D]
- **Not named in any unbranded AI answer.** Dostal Technology appeared in 0 of 80 unbranded answers: 0 of 20 on Google Gemini, 0 of 20 on Claude, 0 of 20 on ChatGPT and 0 of 20 on Perplexity. [G]
- **Engines name the networks it is listed on instead.** Asked for a "fractional CTO", Google Gemini's answer included GoFractional, Fractional Jobs, TechCXO, Fractionus, Toptal, Bolster and Cerius Executives, all channels Dostal Technology gets work through, and Toptal was named in 5 of 20 Google Gemini answers. [G]

- **Large consultancies and AI specialists fill the other answers.** Deloitte was named in 4 of 20 Google Gemini answers and 4 of 20 Claude answers, Boston Consulting Group (BCG) in 5 of 20 Google Gemini answers, and RTS Labs in 3 of 20 Google Gemini answers and 3 of 20 Claude answers. [G]
- **Gemini and Claude confused it with same-named businesses.** Asked "What is Dostal Technology?", Google Gemini and Claude each described a same-named business mixed with the firm, and Claude placed it in Grand Forks, ND, not a place it works from (Omaha, NE and Austin, TX); 6 brand-query answers were correct and 2 were namesake answers. [G]

This section asked Google Gemini, Claude, ChatGPT and Perplexity unbranded buyer questions about fractional CTO, technical advisory, strategic sprints, AI consulting for small businesses, technical due diligence and tech stack audits, and small business tech and growth, plus questions about the firm by name. Asked by name, the engines mostly knew it: 6 brand-query answers were correct, and 2 were namesake answers that mixed in a same-named business [G]. These results speak only for the engines queried.

Appearances by engine and service [G]: No answer named the business on any engine or for any service counted.

Each prompt by engine: was the business named? [G]: None of the four engines named the business in any of the 20 prompts. The 20 prompts are listed in the appendix under Full page lists, "AI findability: Each prompt by engine: was the business named?", appendix page 9.

Site files AI engines read [D]

66 lines
llms.txt

60 pages
Pages with JSON-LD structured data

7,534 bytes
llms-full.txt

200 HTTP status
Feed /rss.xml

200 HTTP status
Feed /feed.xml

Vendors AI answers named [G] (unbranded answers naming each vendor, of 80 in all); 91 more rows in the appendix

Vendor	Answers naming it
Deloitte	9
Toptal (its sales channel)	7
Accenture	6
Addepto	6
Boston Consulting Group (BCG)	6
Crosslake Technologies	6
Devantas	6
RTS Labs	6
TechCXO (its sales channel)	6
Thoughtworks	6
AKF Partners	5
Ascend Technology Group	5
CTOx	5

Vendor	Answers naming it
DNV	5
HubSpot	5
91 more rows	listed in the appendix under Full page lists, "AI findability: Vendors AI answers named", appendix page 10

Every count in this table is over the answers of all engines.

Brand queries [G] (asked by name: correct, namesake or none)

Engine	Question	What the answer described
Google Gemini	What is Dostal Technology?	namesake
Google Gemini	What is mdostal.com?	correct
Claude	What is Dostal Technology?	namesake
Claude	What is mdostal.com?	correct
ChatGPT	What is Dostal Technology?	correct
ChatGPT	What is mdostal.com?	correct
Perplexity	What is Dostal Technology?	correct
Perplexity	What is mdostal.com?	correct

Search presence (Brave Search API) [D]

Query	Kind	Business position
Dostal Technology	Brand	1
mdostal.com	Brand	1
fractional CTO Omaha	Category	not in top 20
fractional CTO for small business	Category	not in top 20
AI consultant for small business in Nebraska	Category	not in top 20
fractional CTO with edge AI and agentic AI experience	Category	2

Category searches where the business ranks in the top ten [D]

- **Brave position 2 for "fractional CTO with edge AI and agentic AI experience"** [D]: Brave Search API results for "fractional CTO with edge AI and agentic AI experience": the business first appears at position 2 (mdostal.com).

AI crawlers in robots.txt [D]

Crawler: OAI-SearchBot; ChatGPT-User; GPTBot; Claude-SearchBot; Claude-User; ClaudeBot; PerplexityBot; Perplexity-User; Google-Extended; Applebot-Extended; Meta-ExternalAgent; Amazonbot; CCBot; Bytespider.

*For all 14 crawlers, the host is mdostal.com and the access is "allowed (only /studio/ and /api/ disallowed; falls under *)".*

Findings

- **Not named for any service it sells, on any engine queried** [G]: Dostal Technology appeared in 0 of 16 answers for fractional CTO prompts, 0 of 12 for technical advisory prompts, 0 of 12 for strategic sprints prompts, 0 of 8 for AI consulting for small businesses prompts, 0 of 8 for technical due diligence and tech stack audits prompts and 0 of 8 for small business tech and growth prompts [G]. No engine was an exception: 0 of 20 answers on Google Gemini, 0 of 20 on Claude, 0 of 20 on ChatGPT and 0 of 20 on Perplexity.
- **Engines recommend the networks it is listed on, not the firm**: For "fractional CTO", Google Gemini named GoFractional, Fractional Jobs, TechCXO, CTOx, Fractionus, Toptal, Bolster and Cerius Executives [G]. Toptal was

named in 5 of 20 Google Gemini answers [G], so a buyer following those answers lands on the networks, where the firm's profiles are the route to being found.

- **Large consultancies and AI specialists take the other answers** [G]: Deloitte was named in 4 of 20 Google Gemini answers and 4 of 20 Claude answers, and Boston Consulting Group (BCG) in 5 of 20 Google Gemini answers [G]. Addepto and RTS Labs were each named in 3 of 20 Google Gemini answers and 3 of 20 Claude answers [G]. Devantas and Ascend Technology Group, both in Google Gemini's answer to "fractional CTO Omaha", were each named in 3 of 20 Google Gemini answers; that answer also named FractionalExec, a marketplace Dostal Technology could list on.
- **Asked by name, Gemini and Claude mixed in same-named businesses** [G]: Asked "What is Dostal Technology?", Google Gemini cited dostalsecurity.com and dostal-gmbh.com, and Claude cited dostallab.com, each a different business sharing the name "Dostal", alongside the firm's own mdostal.com [G]. Claude's answer also placed the firm in Grand Forks, ND, which is not a place it works from (Omaha, NE and Austin, TX) [G]. ChatGPT's and Perplexity's answers to the same question described the firm correctly.
- **The site is open to AI crawlers; outside corroboration is the thin part** (includes client-provided values): The robots.txt of mdostal.com names none of the AI crawlers checked, so GPTBot, ClaudeBot and PerplexityBot fall under its general rule and are allowed; the site also serves /llms.txt (66 lines) and all 60 crawled pages declare JSON-LD structured data [D]. Yet ChatGPT's answers to both brand questions and Perplexity's answer to "What is mdostal.com?" cited only the firm's own site, with no third-party source [G]. The firm started operating in April 2026 (Confirmed); that outside sources have had little time to build up is our INFERENCE, not a measured cause.

Limits

- **Not queried: Google AI Overviews**: This audit did not ask Google AI Overviews, so nothing here says whether it names the business.
- **Not queried: Microsoft Copilot**: This audit did not ask Microsoft Copilot, so nothing here says whether it names the business.

Client-provided inputs used in this section. Notes, provided by the buyer: Operating places and sites. Client-provided: not independently verified by this report.

Live-site observations in this section: verified as of 2026-11-11. The live site may have changed since.

8. Competitive landscape

$10,000	2	83
Your Fractional CTO price, per month (up to $20,000)	Brave Search position, 'fractional CTO with edge AI and agentic AI experience'	Sites opened to check a signup path: competitors, listing platforms and organisations

- **Thirty-eight direct rivals found.** Fourteen are in Austin, TX (Tech Alchemy Consulting, AICA and Keynetica Consulting among them) and three in Omaha, NE (Shawn Hartley, Devantas and Ascend Technology Group).
- **Listed monthly prices, by tier.** Ten list a leadership retainer, SaaSify Labs at $2,500 a month among them. Four list an advisory plan, Rob Weidner at $3,500 a month among them. One more states only a range.
- **Direct rivals work from Omaha and Austin too.** Dostal Technology works from Omaha, NE and Austin, TX, and public sources place Devantas and Shawn Hartley in Omaha and Tech Alchemy Consulting, Kris Chase and Rob Weidner in Austin, each also serving clients remotely (UNVERIFIED). [G]

- **Its Fractional CTO retainer starts at $10,000 per month.** Its /pricing page lists Fractional CTO from $10,000 per month [D], against published leadership retainers of $9,500 per month at Rob Weidner and from $12,000 per month at Padiso (UNVERIFIED).
- **Several direct rivals publish monthly prices, others do not.** Tech Alchemy Consulting lists its Fractional CTO Leadership tier from $5,000 per month and Truvisory its Embedded Fractional CTO / AI Lead from $6,000 per month, while Devantas and Kris Chase state no dollar prices on their sites (UNVERIFIED). [G]

This section looked at who sells fractional CTO, AI advisory and tech audit work against Dostal Technology, which works from Omaha, NE and Austin, TX and sells nationally. Its own site presents a practice with Enterprise, Small Business and Startup & Tech Growth tracks [D]. The business record lists Devantas and HyperNest Labs among its competitors, and public sources add firms such as Tech Alchemy Consulting and Kompella Technologies (UNVERIFIED). Several direct rivals publish monthly prices; Dostal Technology publishes its own on /pricing [D]. To check signup paths, the run opened the own site of 83 companies [D]. As of November 9, 2026, it is not in top public search results for 'fractional CTO Omaha' (UNVERIFIED).

Dostal Technology competes mainly with other fractional CTO practices, and they differ in what they attach to the leadership seat. HyperNest Labs embeds founding engineers alongside its fractional CTOs and works without retainers [D]. Devantas sells fractional CTO and CIO leadership together with Automation & AI and Application Development [D]. Kompella Technologies positions itself as an AI-first fractional CTO and CPO firm (UNVERIFIED). Dostal Technology's own pages add an Audit Report of a client's site and online presence, and state technical depth from edge AI and hardware integration to fintech infrastructure and distributed systems [D]. Public sources name self-serve AI advisor tools such as CEO Sidekick as substitutes, not as rivals (UNVERIFIED).

Competitors found in research: direct; 23 more rows in the appendix

Competitor	Place	Who they sell to	How you start
Shawn Hartley	Omaha, NE	startups, small and mid-sized businesses…	unclear
Tech Alchemy Consulting	Austin, TX	founders, small company CEOs, C-suite executives (COO, CIO, CTO)…	unclear
AICA	Austin, TX	companies ranging from 2-person startups (pre-seed through Series A) to 5,000+ employee enterprises…	unclear
Keynetica Consulting	Austin, TX	growing B2B operating companies that are mostly founder- and CEO-led with roughly 50 to 500 employees…	unclear
Moon Sherpa	Austin, TX	real estate teams, law firms, and organizations in Austin, across Texas…	unclear
CTO.LA	Beverly Hills, CA	growing businesses, startups, and commerce organizations seeking executive-level systems architecture and AI readiness	unclear
ThoughtSource Consulting	Dover, DE	a global client base ranging from technology creators, founder-led growth businesses…	demo-gated
GotYourTech.ai	Miami, FL	Seed and Series A startups with 1–30 employees in the US and UK…	unclear
RightClick	Norwalk, CT	small and mid-sized businesses	unclear
Kompella Technologies	—	healthcare (medical device, EMR/EHR), fintech…	demo-gated
Padiso	—	seed-stage to Series B startups (often with 4–10+ engineers), mid-market modernization projects, enterprises…	demo-gated
Unicrew	—	founders and executive sponsors at pre-seed through Series A startups…	demo-gated
Facet Interactive	—	early-implementation, growth-stage, and mid-sized companies needing digital and AI transformation, CRM and marketing automation…	unclear
CTO Input	—	CEOs, boards, startups, and mid-market companies across retail, finance, healthcare, and government	unclear

Competitor	Place	Who they sell to	How you start
Particle41	—	startups, SaaS companies, growth-stage companies, and mid-market companies	unclear
23 more rows		listed in the appendix under Full page lists, "Competitive landscape: Competitors found in research: direct", appendix page 12	

Every name in this table is UNVERIFIED: reported as found, not independently confirmed.

Three of the 15 competitors list a lowest monthly price for leadership retainers: Kompella Technologies ($15,000), Tech Alchemy Consulting ($5,000) and Padiso ($12,000).

Two of the 15 competitors list a lowest monthly price for advisory plans: Kompella Technologies ($8,000) and Padiso ($6,000).

Related firms and substitutes found in research (not direct rivals)

Related firms (some of the business's services, not its main one): Acuity AI Advisory, Power BI Consulting Services, Zencore, MidMarket.ai, Xcelacore, Mobio Solutions, Vstorm, 7 Layer Solutions, Algoscale, Perceptive Analytics, DME, Cambium Data, SquareOn Technologies, Tiempo Software, ShineForth, Up North Media, AndyWorks, WaveHello, halo-AI, Prime Secured, Iternal Technologies and Opinosis Analytics. Name status: UNVERIFIED.

Single-service rivals (one of the business's services): CTO Fraction, YourBusinessConsultant.ai, Wex Advisory, CloudMotiv, Ironworks AI, Chaos to Clarity Digital Consulting, System Verification, Spark Design Strategy and ClearMinds. Name status: UNVERIFIED.

Software substitutes: CEO Sidekick, Elevate Boardroom, Codenteam, Auditic, Audity, Vant.ONE and Synap AI. Name status: UNVERIFIED.

Substitutes from outside the category: Miro, Zapier and CAST. Name status: UNVERIFIED.

Self-serve or demo-gated. Signup path: for these 15 rows it is the "How you start" column of the table above, word for word. 68 more rows are listed in the appendix under Full page lists, "Competitive landscape: Self-serve or demo-gated: the signup path of each of the direct rivals and of the other companies whose own site was opened", appendix page 13.

Three of the 15 competitors have further detail: Kompella Technologies (lowest monthly price, any plan: $8,000; plan at that price: Fractional CTO CPO Chief AI Officer Advisory tier 1 day a week), Tech Alchemy Consulting (lowest monthly price, any plan: $3,000; plan at that price: Technical Engagements) and Padiso (lowest monthly price, any plan: $6,000; plan at that price: Advisory retainer US).

Published pricing over time (Internet Archive captures of each pricing page; a price with no period beside its tier had none on the archived page)

Competitor	Tier	Captured	Listed price (USD)
Christian Vismara - Fractional CTO & AI Builder	Price with no tier name	2026-06-16	$6,000
Christian Vismara - Fractional CTO & AI Builder	Price with no tier name	2026-06-16	$5,000
Tech Alchemy Consulting	Fractional CTO Leadership	2026-03-08	$5,000
Tech Alchemy Consulting	Project-Based	2026-03-08	$10,000
Tech Alchemy Consulting	Executive Advisory	2026-03-08	$150
Tech Alchemy Consulting	Fractional CTO Leadership	2026-06-13	$5,000
Tech Alchemy Consulting	Technical Engagements	2026-06-13	$3,000
Tech Alchemy Consulting	Project-Based Improvements	2026-06-13	$10,000
Tech Alchemy Consulting	Structural Clarity Diagnostic	2026-06-13	$1,995

Competitor	Tier	Captured	Listed price (USD)
Tech Alchemy Consulting	Tech Deep Dive	2026-06-13	$15,000
Tech Alchemy Consulting	Emergency Response	2026-06-13	$6,500
ValueStreamAI	No plan named (per month)	2026-07-12	$18,000

Segment retreat, dated: every company that withdrew a tier or gates small operators out (strongest evidence each)

Competitor	Evidence	What the page shows	Last listed price	Archived
Tech Alchemy Consulting	"Executive Advisory"	Tier no longer listed	$150	2026-03-08

Findings

- **Direct rivals work from Omaha and Austin as well**: Dostal Technology works from Omaha, NE and Austin, TX, and fractional CTO rivals sit in each place. In Omaha, Devantas sells fractional CTO and CIO leadership with Automation & AI and Application Development [D], Shawn Hartley offers fractional CTO and CMO leadership (UNVERIFIED), and Ascend Technology Group adds fractional IT leadership to managed IT (UNVERIFIED). In Austin, Tech Alchemy Consulting, Kris Chase and Rob Weidner each sell fractional CTO leadership and state they also work remotely across the United States (UNVERIFIED; the Austin location of Kris Chase and Rob Weidner is their own sites' statement [D]), so they reach the same national buyers.
- **Its Fractional CTO retainer starts above several published rival retainers**: Its /pricing page lists Fractional CTO from $10,000 per month [D]. Published rival leadership retainers (UNVERIFIED) include SaaSify Labs' Virtual CTO at $2,500 per month, Tech Alchemy Consulting's Fractional CTO Leadership tier from $5,000 per month, Truvisory's Embedded Fractional CTO / AI Lead from $6,000 per month, Rob Weidner's Fractional CTO at $9,500 per month, Padiso's Fractional CTO from $12,000 per month and Kompella Technologies' Fractional tier at $15,000 per month. Dostal Technology's starting price is above those of SaaSify Labs, Tech Alchemy Consulting, Truvisory and Rob Weidner and below those of Padiso and Kompella Technologies; hours and scope differ by tier, so these are not like-for-like.
- **Several direct rivals publish advisory prices that bracket its own**: Its /pricing page lists Technical Advisory from $4,500 per month and the small-business Advisory Partnership at $1,500 per month [D]. Published rival advisory plans (UNVERIFIED) include Rob Weidner's Technical Advisor from $3,500 per month, Padiso's Advisory retainer from $6,000 per month, Kompella Technologies' Advisory at $8,000 per month and Airus Advisory's Advisory at $10,000 per month. Other direct rivals, including Devantas, Keynetica Consulting, Kris Chase and Moon Sherpa, state no dollar prices on their sites (UNVERIFIED).
- **Other firms appear for its Omaha, small-business and audit searches**: As of November 9, 2026, Dostal Technology does not appear in top public search results for 'fractional CTO Omaha', where Devantas, Shawn Hartley Digital Marketing and Ascend Technology Group appear, or for 'fractional CTO for small business', where Colayre appears (UNVERIFIED).

9. Market positioning

$4,500
Your Architecture & Risk Audit price

2
Brave Search position, edge-AI and agentic-AI fractional CTO query

- **One practice, three buyer tracks; direct rivals narrow to one.** Its site states 'One practice, three ways to work together: Enterprise, Small Business and Startup & Tech Growth' [D], while Framework CTO positions itself as 'exclusively for non-technical founders' (UNVERIFIED) and CTO.LA states a focus on commerce AI and service businesses [D].

- **A fixed audit price in public; several named rivals quote later.** Its /pricing page lists the Architecture & Risk Audit at $4,500 [D], while Devantas, CTO.LA, Kris Chase and Moon Sherpa state no public dollar prices on their sites (UNVERIFIED).
- **Appears for its edge-AI query; other checked searches name other firms.** Brave Search shows mdostal.com at position 2 for "fractional CTO with edge AI and agentic AI experience" [D], but as of November 9, 2026 it was not in the top public results or third-party lists for 'fractional CTO Omaha' or 'technical due diligence consultant' (UNVERIFIED).
- **AI answers about its name cite other Dostal businesses.** Asked "What is Dostal Technology?", Google Gemini cited dostalsecurity.com and dostal-gmbh.com and Claude cited dostallab.com (observed); these are same-name businesses, not competitors. [G]
- **Outside directories list it as a fractional CTO in Austin.** The CTO Club featured Dostal Technology in its directory of fractional CTOs in Austin on November 4, 2026, and Listed Fractional listed it on October 26, 2026 (both UNVERIFIED); the firm works from Omaha, NE and Austin, TX. [G]

This section sets Dostal Technology's positioning statements beside what direct rivals state about themselves, the searches checked, and same-name businesses. Its site states one practice for Enterprise, Small Business and Startup & Tech Growth buyers and shows an Audit Report product [D]. Rivals such as Devantas and HyperNest Labs state fractional leadership sold together with build capacity [D]. It publishes a $4,500 Architecture & Risk Audit on /pricing [D] and appears at position 2 in Brave Search for "fractional CTO with edge AI and agentic AI experience" [D].

Its homepage (/) positions Dostal Technology around fixing broken tech stacks with Agentic AI & Edge AI systems and Fractional CTO leadership. The same pairing of fractional CTO and AI appears in several direct rivals' one-line pitches (all UNVERIFIED). Kompella Technologies calls itself an AI-first fractional CTO and CPO firm, Truvisory says 'Stop buying AI strategy decks. Start shipping AI systems', and Christian Vismara - Fractional CTO & AI Builder uses 'Fractional CTO for the agentic AI era'. What the firm's own pages add beyond that label is the repair framing, stated depth from edge AI and hardware integration to fintech infrastructure, three buyer tracks, and an Audit Report product [D]. Its one measured search appearance is for the edge-AI wording, which suggests the specific language carries further than the category label.

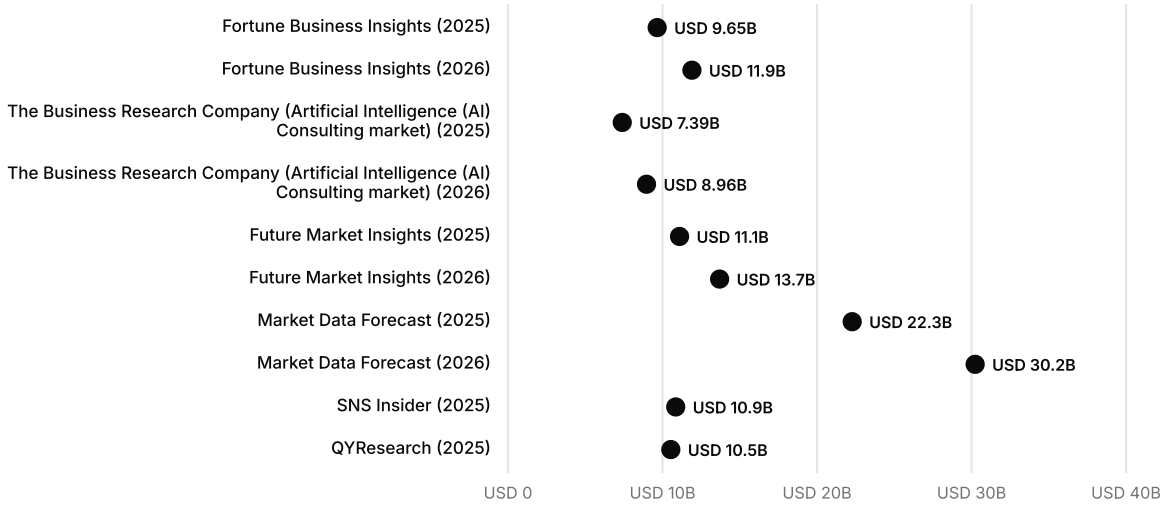
Market size and buyers

36,207,130 small businesses
Buyer base: U.S. Small businesses fewer than 500 employees, 2026

6,395,635 employer small businesses
Buyer base: U.S. Small employer businesses, 2026

0.28%
Year-on-year change: U.S. small businesses fewer than 500 employees, 2026

USD 821.2 billion
Industry sales: U.S. IT consulting industry, 2026



Current estimates of the global AI consulting market by firm [G] (each firm's own figure; other markets are in the table)

Market size estimates (each firm's own figure; scopes and years differ): 31 rows, listed in the appendix under Full page lists, "Market positioning: Market size estimates", appendix page 16.

Demand: spend, trends, drivers and who buys (each source's own figure)

Fact	Year	Value	Source
Spend: Business monthly retainer spend on a fractional CTO 15 hours a week	2026	$12,100	gofractional.com
Spend: Business annual spend on a fractional CTO 15 hours a week	2026	$145,200	gofractional.com
Spend: U.S. small business median monthly spend on AI tools	2026	$250	megawebvision.com
Trend (change, in percentage points): U.S. small businesses using AI	2026	8.0 points	uschamber.com
Trend (change, in percentage points): U.S. small businesses using 6 or more technology platforms	2026	9.0 points	uschamber.com
Trend (change, in percentage points): Small businesses 1 to 24 employees on Ramp with a paid AI transaction	2026	10.4 points	evy.so
Demand driver: Patchwork of state privacy and AI compliance laws e.g. Colorado SB 26-189 and Illinois AI employment law	2026	In the U.S. Chamber of Commerce's October 2026 Empowering Small Business report, 60% of small businesses report worrying about increased litigation and compliance costs from a patchwork of state privacy and AI laws, while Illinois' AI employment rules took effect January 1, 2026 and Colorado signed replacement AI transparency legislation (SB 26-189) in May 2026 taking effect January 1, 2027.	uschamber.com
Demand driver: Private equity, deal lifecycle events, CTO departure...	2026	In private equity-backed companies, demand for fractional CTOs and technical advisory is primarily triggered by deal lifecycle events—specifically post-close founder-CTO departures, technical due diligence remediation mandates, and pre-exit hold-period preparation.	sparkletechnologies.com

Fact	Year	Value	Source
Who buys: U.S. employer businesses with 1 to 4 employees AI adoption share	2026	23.9%	evy.so
Who buys: Large vs small business AI adoption ratio	2025	1.2x	adai.news
Who buys: AI adoption, share of small employer firms with 50 or more employees, compared with under 10 employees	2025	48.0%	evy.so

Name collisions (other businesses with a similar name; not competitors)

Name	Source
dostalsecurity.com	—
dostal-gmbh.com	—
dostallab.com	—
Dostal Technology (Bergama, Turkey)	tracxn.com
Dostal Consulting LLC	dostalconsultingllc.com
Dostal Maschinenbau GmbH	dostal-maschinenbau.de

Findings

- **One practice across three buyer tracks, against rivals that narrow to one buyer or niche**: Dostal Technology's site states 'One practice, three ways to work together: Enterprise, Small Business and Startup & Tech Growth', each covering audits, fractional or interim leadership, hiring support, growth engagements and due diligence [D]. Direct rivals state narrower lanes: Framework CTO is 'exclusively for non-technical founders' (UNVERIFIED), CTO.LA focuses on commerce AI and service businesses [D], Rob Weidner addresses founder-led service businesses (UNVERIFIED), and HyperNest Labs embeds fractional CTOs and founding engineers in client Slack workspaces [D]. Breadth is the point of difference here, while each of those rivals says in one line who it is for.
- **Rivals pitch an attached build team; Dostal Technology shows a report product and public tools**: Devantas states three practices meant to be bought together: Fractional CTO and CIO leadership, Automation & AI, and Application Development [D]. HyperNest Labs places embedded founding engineers alongside its fractional CTOs [D], and Padiso says it is backed by its own delivery team (UNVERIFIED). Beside its leadership work, Dostal Technology's own pages show an Audit Report on a client's site and online presence, and live public utilities at tools.mdostal.com such as Allergy Locator and Mapstack US map layers [D].
- **A fixed audit price in public, where several named rivals quote after a call**: Dostal Technology's /pricing page lists the Architecture & Risk Audit at $4,500 [D]. The same page describes the Audit Report, priced on audit.mdostal.com, as the entry point to everything it helps with. Devantas, CTO.LA, Kris Chase and Moon Sherpa state no public dollar prices and set scope and price after a call or written proposal (UNVERIFIED). This is a difference from those named rivals rather than from the whole field, because Kompella Technologies and Airus Advisory each list a monthly advisory plan on their sites (UNVERIFIED).
- **It appears for its edge-AI query; other searches checked name other firms**: Brave Search results for "fractional CTO with edge AI and agentic AI experience" show mdostal.com at position 2 [D]. As of November 9, 2026 it was not in the top public results or third-party lists for 'fractional CTO Omaha', where Devantas, Shawn Hartley Digital Marketing and Ascend Technology Group appear, or for 'technical due diligence consultant' (UNVERIFIED); the firm works from Omaha, NE and Austin, TX. GoFractional's guide to fractional CTO companies names GoFractional and Toptal (UNVERIFIED), both platforms its own site names as ones it gets work through [D].

Outside lists do credit it: The CTO Club featured Dostal Technology in its Austin fractional CTO directory on November 4, 2026 and Listed Fractional listed it on October 26, 2026 (UNVERIFIED).

- **The Dostal name is shared with unrelated businesses, and AI answers cite them** [G]: Asked "What is Dostal Technology?", Google Gemini cited dostalsecurity.com and dostal-gmbh.com and Claude cited dostallab.com (observed, [G]). Tracxn also profiles a separate, deadpooled Dostal Technology (Bergama, Turkey) that made wind energy towers and turbines, and Dostal Consulting LLC and Dostal Consulting Group are unrelated consulting practices (UNVERIFIED). These are other businesses with a similar name, not competitors, but they crowd answers to a question about the firm's own name.

10. Marketability

$500	$1,500	$10,000
Tech Checkup, on /pricing	Growth Checkup (small business), on /pricing	Fractional CTO per month, from, on /pricing

- **"Book a Call" opens a calendar with no gate.** The first call to action on the homepage (/) is "Book a Call", linking to book.mdostal.com, where time slots are visible before any signup, with no form and no third-party sign-in. (verified as of 2026-11-10) [D]
- **Prices are published, from checkups to fractional CTO.** The /pricing page lists Tech Checkup at $500 and Fractional CTO from $10,000 per month. (verified as of 2026-11-10) [D]
- **Audit Report payment comes off the first invoice (client-provided).** Confirmed, client-provided and stated on the business's own /pricing page [D]: what a client paid for an Audit Report is credited toward their first invoice for Dostal Technology services.
- **Client proof is on the site.** Testimonial copy is on /testimonials and /showcase, case studies of Dostal Technology clients are on /about, and client names are on /companies. (verified as of 2026-11-10) [D]
- **Readable social audiences are small.** The YouTube public page showed 15 subscribers and 130 videos (undated, logged out) and the GitHub profile the site links has 6 followers. [D]

This section looked at mdostal.com's calls to action, booking path, published prices, client proof and linked social profiles [D]. Booking calls to action across the site lead to book.mdostal.com, where a calendar is visible before signup, and to forms at /contact and /tools/roi-estimator. The site publishes a pricing page at /pricing and shows testimonial copy and client names. It also credits an Audit Report payment toward the first invoice (Confirmed, client-provided, also stated on /pricing). The site links five social networks. (includes client-provided values)

For a buyer ready to talk, the path is short: the same label throughout, a calendar with no gate, and prices seen beforehand. The booking itself happens on book.mdostal.com, a separate host from the marketing site, and the paid way in, the Audit Report, sits on audit.mdostal.com, which the homepage links to [D]. The Audit Report credit is applied by hand on receipt, with no automatic discount (Confirmed, client-provided). The saving therefore depends on the buyer sending the receipt when getting in touch or booking a call. The first call to action on the pages checked is a call rather than a purchase, so the calendar page and the Audit Report carry most of the conversion work. (includes client-provided values)

Conversion signals by page; 12 more rows in the appendix

Signal	Observed
Primary CTA (/)	Book a Call
Primary CTA (/pricing)	Book a Call
Primary CTA (/products)	Book a Call
Primary CTA (/about)	Book a Call
Primary CTA (/team)	Book a Call
Primary CTA (/faq)	Book a Call
Primary CTA (/contact)	Send Message
Primary CTA (/book)	Book a Call
Primary CTA (/testimonials)	Book a Call
Own host link	audit.mdostal.com
Pricing page	present
Price point: Tech Checkup (/pricing)	$500
Price point: Growth Checkup (small business) (/pricing)	$1,500
Price point: Build & Handoff (small business) (/pricing)	$5,000
Price point: Advisory Partnership (small business) (/pricing)	$1,500
12 more rows	listed in the appendix under Full page lists, "Marketability: Conversion signals by page", appendix page 17

Booking path and social profiles [D] (public pages only, GET only, logged out)

Item	Observed
Booking target book.mdostal.com/	calendar before signup
Booking target /contact	form
Booking target /tools/roi-estimator	form
Booking path overall	calendar before signup
Social networks linked from the site, of Instagram, Facebook, YouTube, TikTok, X and LinkedIn	5
Social profile: Instagram	not opened
Social profile: Facebook	not opened
Social profile: YouTube	15 subscribers, 130 videos
Social profile: TikTok	not found
Social profile: X	not opened
Social profile: LinkedIn	not opened
Social profile: GitHub	6 followers

Findings

- **A consistent call to action leads to an open calendar** [D]: The first call to action is "Book a Call" on the homepage (/), /pricing, /products, /about, /team, /faq, /book and /testimonials, each linking to book.mdostal.com; on /contact it is "Send Message" [D]. The booking page on book.mdostal.com ("Book a call | Dostal Technology") shows a calendar or time slots before any signup, with no form and no third-party sign-in;

nothing was submitted in this check. Buyers not ready for a call have the form at /contact and a free ROI calculator at /tools/roi-estimator, linked from /fractional-cto. (verified as of 2026-11-10)

- **Prices are published for each buyer track** [D]: One-off work on /pricing [D] is Tech Checkup at $500 (its startup and tech growth track), Growth Checkup (small business) at $1,500, Architecture & Risk Audit at $4,500, Build & Handoff (small business) from $5,000 and Strategic Sprint from $8,000 flat. Monthly work on /pricing is Advisory Partnership (small business) at $1,500 per month, Technical Advisory from $4,500 per month and Fractional CTO from $10,000 per month. Outside-Eyes Advisory, its enterprise track, is billed by the hour on /who-we-help, and Productized Pods start at about $14,000 per month on /how-we-work. The same offers carry the same prices on /faq, /smb, /fractional-cto, /how-we-work and /who-we-help, so on the pages checked a buyer meets the same figure wherever they land. (verified as of 2026-11-10)
- **The Audit Report is the entry point, and its cost is credited** [D] (includes client-provided values): The /pricing page calls the Audit Report a separate product and "the entry point to everything we help with", with its prices on audit.mdostal.com, which the homepage links to. Confirmed, client-provided and stated on the business's own /pricing page [D]: what a client paid for an Audit Report comes off their first invoice for Dostal Technology services, which lowers the real cost of starting. The credit is applied by hand when the client sends the receipt on getting in touch or booking a call, with no automatic discount, and the policy is published on /pricing, /audit-packet, /faq and llms.txt. (verified as of 2026-11-10)
- **Client proof is on the site** [D]: Testimonial copy appears on /testimonials and /showcase, /about shows case studies headed "Dostal Technology clients" that include All That Technology (rebuilt), and /products points to case studies [D]. Client names appear on /companies, which also lists the companies its people worked for before Dostal Technology as career history, not as clients. No Review markup was found on the core pages checked, and that is not a gap: reviews a business publishes about itself are not eligible for review stars. (verified as of 2026-11-10)
- **The social audiences that could be read are small** [D]: The site links five networks (Instagram, Facebook, YouTube, X and LinkedIn) and no TikTok profile [D]. Instagram, Facebook, X and LinkedIn were not opened because robots.txt disallows this crawler, so their follower and post counts were not read. The YouTube public page, logged out, showed 15 subscribers and 130 videos (undated), and the GitHub profile the site links has 6 followers, so the site's own proof pages do most of the work for a buyer checking credibility.

Client-provided inputs used in this section. Notes, provided by the buyer: Audit Report credit toward services. Client-provided: also stated on its /pricing page [D] ("What a client paid for an Audit Report comes off their first invoice for Dostal Technology services."); the rest of that input is confirmed by the business and not independently verified by this report. (verified as of 2026-11-11, not re-checked on 2026-11-12)

Live-site observations in this section were verified between 2026-11-10 and 2026-11-12. The live site may have changed since.

11. Growth channels and partnerships

- **Listed on sixteen platforms.** GoFractional (/referral), Bolster (/referral) and TechCXO (/referral) are among them. [D]
- **Eight of them named in AI answers.** Unbranded AI answers named Toptal (seven answers), TechCXO (six answers) and Fractional Jobs (four answers: two Claude and two Google Gemini). [G]
- **Two outside directories list it.** Public sources say The CTO Club and Listed Fractional list the business; this report did not open the listings. [G]

- **Nine more it could list on.** Research found FractionalExec, Arc.dev and Scalable Path among them; they are marketplaces, networks and directories, not competitors. [G]
- **Two referral or partner program pages.** Its own site has Referral Program (/referral) and Delivery Partners (/partners). (verified as of 2026-11-12) [D]

This section covers where Dostal Technology gets work beyond search and its own site: the platforms it is listed on, outside directories, platforms it could list on, its referral and partner programs, its partners and the ecosystem organisations around it. None of them is a competitor.

What the lists show

- **Its own list matches its site** (client-provided): GoFractional, Cerius Executives, Fractional Jobs, Fractionus, A.Team and Catalant are on the platform list the business gave us, and its own pages name them too.
- **Listed platforms that AI answers name** [G]: Unbranded AI answers named GoFractional in four answers: two Google Gemini, one ChatGPT and one Claude, Bolster in three answers: two Google Gemini and one Claude, TechCXO in six answers, Toptal in seven answers, Cerius Executives in one Google Gemini answer, Fractional Jobs in four answers: two Claude and two Google Gemini, Fractionus in one Google Gemini answer and A.Team in two Claude answers; the business is listed on each of them.
- **Named in AI answers, with no listing yet** [G]: Unbranded AI answers named FractionalExec in four answers, Scalable Path in one Claude answer, GigX in two answers: one Claude and one Google Gemini and Upwork in three answers. No own page or input says the business is listed there.
- **Outside listings its site leaves out** [G]: Public sources say The CTO Club and Listed Fractional list the business; this run read none of its own pages naming them.
- **A partner the business named** (client-provided): Denton BBQ LLC is a partner the business works through, as it told us.

Platforms it is listed on (its own pages or its own inputs say so)

Platform	Kind	Where it is named	AI answers that named it	Counted in
Toptal	Marketplace	Its own site: /referral	seven	All engines
TechCXO	Expert network	Its own site: /referral	six	All engines
GoFractional	Marketplace	Its own site: /referral, /affiliations; its own list	four	Google Gemini, ChatGPT and Claude
Fractional Jobs	Marketplace	Its own site: /affiliations; its own list	four	Claude and Google Gemini
Bolster	Marketplace	Its own site: /referral	three	Google Gemini and Claude
A.Team	Expert network	Its own site: /affiliations; its own list	two	Claude
Cerius Executives	Expert network	Its own site: /affiliations, /referral; its own list	one	Google Gemini
Fractionus	Marketplace	Its own site: /affiliations; its own list	one	Google Gemini
VAi Consulting Collective	Expert network	Its own site: /affiliations	—	—
Shiny	Marketplace	Its own site: /affiliations	—	—
GigNow / EY Alumni	Marketplace	Its own site: /affiliations	—	—
Catalant	Marketplace	Its own site: /affiliations; its own list	—	—
gun.io	Marketplace	Its own site: /affiliations	—	—
Contra	Freelance platform	Its own site: /affiliations	—	—

Platform	Kind	Where it is named	AI answers that named it	Counted in
Mercor	Marketplace	Its own site: /recommended	—	—
Intro	Platform or network	Its own site: /referral	—	—

Outside directories and lists that name it (as public sources report; not competitors)

- **The CTO Club (directory)** [G]: On November 4, 2026, The CTO Club featured Dostal Technology at #2 in its 'Top 7 Fractional CTOs in Austin' guide (in both English and Spanish editions), highlighting its focus on Fractional CTO, Enterprise Architecture, Agentic AI, Software Engineering, and Product Development; the source names its founder Mathew Dostal.
- **Listed Fractional (directory)** [G]: On October 26, 2026, Dostal Technology (mdostal.com) was listed on Listed Fractional as an Austin, TX-based fractional CTO practice serving small businesses.

Platforms it could list on (marketplaces, networks and directories found in research; not competitors)

Platform	Kind	AI answers that named it	Counted in
FractionalExec	Marketplace	four	All engines
Upwork	Freelance platform	three	All engines
GigX	Marketplace	two	Claude and Google Gemini
Scalable Path	Marketplace	one	Claude
Arc.dev	Marketplace	—	—
FlexTal	Platform or network	—	—
MentorCruise	Marketplace	—	—
Braintrust	Marketplace	—	—
Business Talent Group	Marketplace	—	—

Every name in this table is UNVERIFIED: reported as found, not independently confirmed.

Order: the platforms unbranded AI answers name come first, most named first; the others were found in research only.

Referral and partner programs on its own site

Program	Page on its site	What the page offers (its own description)
Referral Program	/referral	Know someone who needs a fractional CTO, an architecture review, or an outside technical voice? Make the introduction — if it turns into a signed engagement, you get a cut.
Delivery Partners	/partners	For nearshore/offshore staffing and dev-shop firms: put a US fractional CTO in front of your engineers. Refer, co-sell, or co-deliver — productized monthly pods, fixed pricing.

Program terms, as public sources report them from those pages

- **Delivery Partners** [G]: In 2026, Dostal Technology LLC operates a Delivery Partners program offering referral, co-selling, and co-delivery partnerships with nearshore and offshore staffing and dev-shop firms to provide US-based fractional CTO leadership (as reported: United States).

Partners and referral sources

Partner	Source
Denton BBQ LLC	Client input (self-reported)

Ecosystem organisations (business-support, peer and community organisations; not competitors)

Organisation	What it is	Place it serves
Nebraska Business Development Center (NBDC)	small business development center	—
Silicon Prairie News	local news or media outlet	Omaha, NE
Economic Growth Business Incubator (EGBI)	business incubator	Austin, TX
Technology & Services Industry Association (TSIA)	industry association	Omaha, NE and Austin, TX
Austin LGBT Chamber of Commerce	chamber of commerce	Austin, TX
Greater Omaha Chamber	chamber of commerce	Omaha, NE
Opportunity Austin	economic development office	Austin, TX
Midlands African Chamber	chamber of commerce	Omaha, NE

Client-provided inputs used in this section. Notes, provided by the buyer: Operating places and sites; Platforms and networks. Client-provided: not independently verified by this report.

Live-site observations in this section: verified as of 2026-11-12. The live site may have changed since.

12. Pricing position

$10,000
Your Fractional CTO price, per month (up to $20,000)

$500
Your Tech Checkup price

$250
Your hourly rate, listed on /fractional-cto

- **Fractional CTO: fourth highest of the eleven leadership retainers.** Dostal Technology lists it on /pricing at $10,000 a month, the low end of its listed range. [G]
- **Advisory plans: from below all to above one of four rival plans.** Dostal Technology lists Advisory Partnership (small business) on /pricing at $1,500 a month and Technical Advisory on /pricing at $4,500 a month. [G]
- **Prices are published for small business, startup and enterprise buyers.** On /pricing, Dostal Technology lists the Tech Checkup (Startup & Tech Growth track) at $500, the Growth Checkup (small business) at $1,500 and Fractional CTO from $10,000 per month, and /who-we-help lists Outside-Eyes Advisory (Enterprise track) at an hourly rate of $250. [D]
- **The Audit Report is the entry point, credited to the first invoice (includes client-provided values).** The /pricing page names the Audit Report as the entry point, priced on audit.mdostal.com, and what a client paid for it comes off the first invoice (client-provided, Confirmed, also stated on /pricing). (verified as of 2026-11-12) [D]
- **Fractional CTO starts above some rivals' leadership retainers and below others.** Fractional CTO starts at $10,000 per month on /pricing [D]; on the leadership tier SaaSify Labs lists its Virtual CTO plan from $2,500 per month, Rob Weidner lists a Fractional CTO engagement at $9,500 per month and Kompella Technologies lists its Fractional tier at $15,000 per month (all UNVERIFIED).

This section set the prices Dostal Technology publishes on mdostal.com against the prices direct rivals list. Its pages publish one-off checkups and audits, monthly advisory and leadership retainers and hourly advisory, including the Tech Checkup at $500 and Fractional CTO from $10,000 per month on /pricing [D]. Several direct rivals publish prices too (UNVERIFIED), while others, such as AICA and Keynetica Consulting, publish none on their sites (UNVERIFIED). Tier by tier, its retainers start above some named rivals' same-tier plans and below others. Its hourly rate of $250 on /fractional-cto equals the upper end of HyperNest Labs' stated hourly range, and each of its two checkups is below every compared rival audit.

The comparison holds only tier by tier. On the advisory tier, Technical Advisory starts at $4,500 per month on /pricing [D]. That is inside Rob Weidner's Technical Advisor band of $3,500 to $5,500 per month and below Padiso's advisory retainer from $6,000 per month (both UNVERIFIED). The published range puts listed monthly retainer minimums across two competitors at $2,500 to $8,000 (UNVERIFIED); because rival monthly prices compare by tier only, read it as context, not as a benchmark for one offer. The business's own term changes the real cost of starting: the Audit Report payment is credited toward the first invoice (client-provided, Confirmed, also stated on /pricing [D]). The credit is applied by hand when the client sends the receipt, with no automatic discount. (includes client-provided values)

Price position

$1,500
Your Growth Checkup (small business) price

$5,000
Your Build & Handoff (small business) starting price

$1,500
Your Advisory Partnership (small business) price, per month

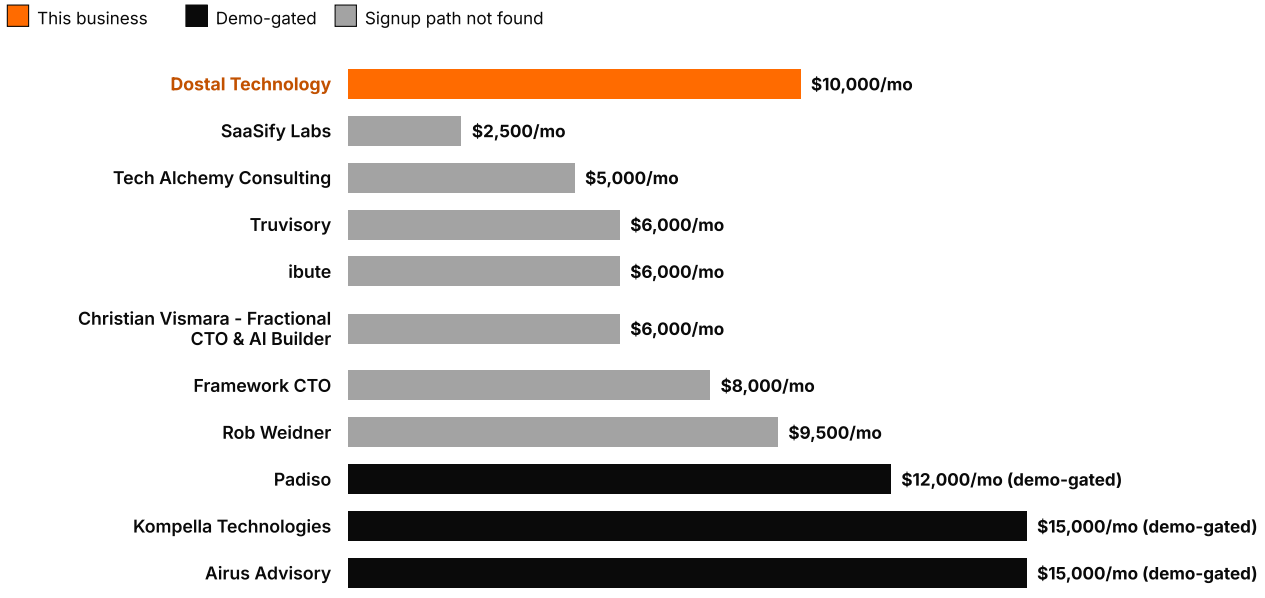
$4,500
Your Architecture & Risk Audit price

$4,500
Your Technical Advisory starting price, per month

$8,000
Your Strategic Sprint price, flat (up to $15,000)

$14,000
Your Productized Pods starting price, per month, approximate

Audit Report: priced on audit.mdostal.com, not collected in this run (stated on /pricing).

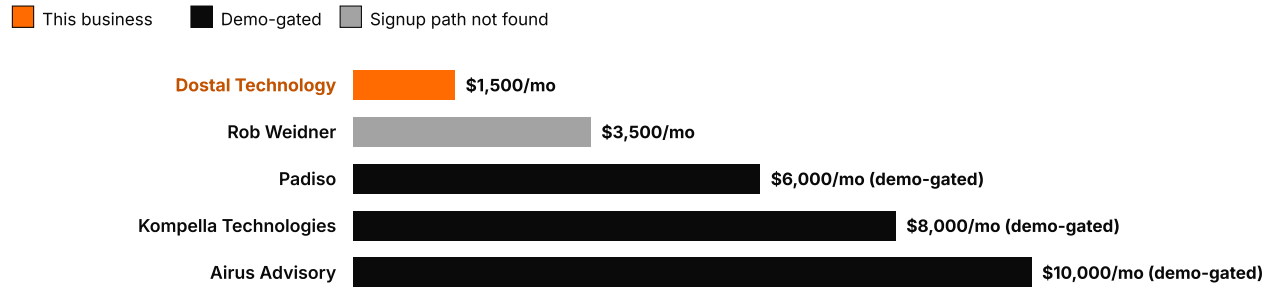


Monthly price by direct rival, leadership retainers [G]: each rival's lowest listed plan of the tier; highlighted, the business's Fractional CTO, at the low end of its listed range

Where it sits: Dostal Technology's Fractional CTO on /pricing at $10,000 a month, the low end of its listed range, is the fourth highest of the eleven leadership retainers charted.

Not shown as bars: Ascend Technology Group states a monthly range of $2,000 to $10,000 for the service and lists no plan price [G]. ibute's plan delivered through Lahore at $3,500 a month is priced for another market; its bar is its

plan for the business's own market [G]. Kompella Technologies' Fractional CPO tier at $14,000 a month is for a role the business does not sell [G]. Airus Advisory's Fractional CFO retainer at $3,500 a month is for a role the business does not sell [G]. Tech Alchemy Consulting's Technical Engagements at $3,000 a month is another plan; its bar is its plan for the business's own role [G]. Padiso's Platform Development US at $10,000 a month is another plan; its bar is its plan for the business's own role [G].



Monthly price by direct rival, advisory plans [G]: each rival's lowest listed plan of the tier; highlighted, the business's Advisory Partnership (small business), at the low end of its own plans of this tier

Where it sits: Dostal Technology lists two advisory plans of its own: Advisory Partnership (small business) on /pricing at $1,500 a month is below all four rival advisory plans charted, and Technical Advisory on /pricing at $4,500 a month is above one and below three among the four rival advisory plans charted.

Also not shown as bars: Airus Advisory's Accounting Infrastructure retainer at $1,500 a month names neither a leadership retainer nor an advisory plan [G]. ValueStreamAI's retainer at $1,500 a month names neither a leadership retainer nor an advisory plan [D]. Each rival has one bar per tier; its dearer plans of that tier are in the price table, among them ibute's Fractional CTO retainer at $11,000, Kompella Technologies' Fractional CTO CPO Chief AI Officer Embedded tier at $25,000 and Airus Advisory's Executive retainer Fractional CAIO CTO at $25,000 a month [G].

Published prices by item; 39 more rows in the appendix

Plan	Competitor	Price	Unit and period	Source
AI Compliance Assessment hourly rate	CIO Advise	$250	per hour	cioadvise.ai
AI Compliance Assessment Phase 3 Roadmap NTE cap	CIO Advise	$5,750	one-off	cioadvise.ai
AI Compliance Assessment Phase 2 Maturity Assessment NTE cap	CIO Advise	$8,625	one-off	cioadvise.ai
AI Compliance Assessment Phase 1 Regulatory Landscape NTE cap	CIO Advise	$9,200	one-off	cioadvise.ai
AI Compliance Assessment Phases 1-2 committed total NTE cap	CIO Advise	$17,825	one-off	cioadvise.ai
Technical due diligence	Kompella Technologies	$15,000	one-off	kompella.io
Advisory retainer US	Padiso	$6,000	per month	padiso.co
Technical Due Diligence US	Padiso	$10,000	one-off	padiso.co
Fractional CTO US	Padiso	$12,000	per month	padiso.co
Technical Advisor retainer of cadence band	Rob Weidner	$3,500	per month	robweidner.com
Discovery Audit / Technology Assessment	Simply Semantics LLC	$2,500	one-off	simplysemantics.com
Structural Clarity Diagnostic	Tech Alchemy Consulting	$1,995	one-off	techalchemyconsulting.com

Plan	Competitor	Price	Unit and period	Source
Tech Deep Dive	Tech Alchemy Consulting	$15,000	one-off	techalchemyconsulting.com
Package A AI Audit Roadmap	Truvisory	$5,000	one-off	truvisory.com
Standalone paid advisory	ValueStreamAI	$150	per hour	valuestreamai.com
39 more rows	listed in the appendix under Full page lists, "Pricing position: Published prices by item", appendix page 18			

Every row in this table is UNVERIFIED: reported as found, not independently confirmed.

Three of the 15 plans have further detail: Technical due diligence (up to: $75,000), Technical Advisor retainer of cadence band (up to: $5,500) and Discovery Audit / Technology Assessment (up to: $5,500).

13 other published prices are not compared here (per-seat plans, hosting, support, add-ons, courses, programs, implementation projects and prices in another currency); they are listed in the appendix under Full page lists, "Pricing position: Other published prices", appendix page 19.

Segment retreat, dated: every company that withdrew a tier or gates small operators out (strongest evidence each): the table is under "8. Competitive landscape" above (one row, the same here).

Findings

- **Each checkup is below every compared rival audit; the Architecture & Risk Audit is not**: The /pricing page names the Audit Report as the entry point and prices it on audit.mdostal.com. Beyond it, the Tech Checkup at $500 and the Growth Checkup (small business) at $1,500 on /pricing are each below every compared rival one-off audit or assessment price [D]. Tech Alchemy Consulting lists a Structural Clarity Diagnostic working session at $1,995 flat (UNVERIFIED). It is not one of the compared audits but is priced lower, so the Architecture & Risk Audit does not undercut every Tech Alchemy Consulting price. (verified as of 2026-11-12)
- **Retainers compare tier by tier, with named rivals on both sides**: Leadership tier: Fractional CTO starts at $10,000 per month on /pricing [D]. Against it stand SaaSify Labs' Virtual CTO plan from $2,500, Rob Weidner's Fractional CTO engagement at $9,500, Padiso's embedded Fractional CTO from $12,000 and Kompella Technologies' Fractional tier at $15,000, all per month and UNVERIFIED. Advisory tier: Technical Advisory starts at $4,500 per month on /pricing [D]. Against it stand Rob Weidner's Technical Advisor plan at $3,500 to $5,500, Padiso's advisory retainer from $6,000, Kompella Technologies' Advisory tier at $8,000 and Airus Advisory's Advisory tier at $10,000, all per month and UNVERIFIED. The Advisory Partnership (small business) at $1,500 per month on /pricing [D] is on the small-business track and is below each of those advisory plans.
- **The $250 hourly rate is at the upper end of rivals' listed hourly prices** (includes client-provided values): Dostal Technology lists an hourly rate of $250 on /fractional-cto and for Outside-Eyes Advisory (Enterprise track) on /who-we-help [D]. HyperNest Labs states hourly pricing of $150 to $250, ValueStreamAI lists standalone paid advisory at an hourly rate from $150 and CIO Advise bills its assessment work at an hourly rate of $250 (all UNVERIFIED). For a buyer weighing the hourly route, the Audit Report credit is the lower-commitment way in: what was paid for the report comes off the first invoice (client-provided, Confirmed, also stated on /pricing [D]).

Client-provided inputs used in this section. Notes, provided by the buyer: Audit Report credit toward services. Client-provided: also stated on its /pricing page [D] ("What a client paid for an Audit Report comes off their first invoice for Dostal Technology services."); the rest of that input is confirmed by the business and not independently verified by this report. (verified as of 2026-11-11, not re-checked on 2026-11-12)

Live-site observations in this section: verified as of 2026-11-12. The live site may have changed since.

13. Geographic scope

Omaha, NE and Austin, TX	United States	April 2026
Works from (client-provided)	Declared area served	Started operating (client-provided)

- **Sells nationwide, remote by default (client-provided).** Dostal Technology works remotely by default for clients nationwide, and in person in Omaha or Austin when a client asks (Confirmed).
- **Works from Omaha, NE and Austin, TX, with no storefront (client-provided).** Its operating places are Omaha, NE and Austin, TX, the company is registered in Texas, and it has no storefront and no public office (Confirmed).
- **Own pages carry the same nationwide message.** Its /smb page reads "Omaha, NE — Austin, TX · serving clients nationwide" and the home JSON-LD declares areaServed United States. [D]
- **Case studies name clients in Texas.** Its case studies place client work in Royse City, TX and Rockwall, TX (/showcase/all-that-technology) and in Austin, TX (/showcase/cadex-legacy). [D]
- **Services read as deliverable remotely.** We read fractional CTO, technical advisory, strategic sprints, AI consulting for small businesses, technical due diligence and tech stack audits, and small business tech and growth as delivered remotely, UNVERIFIED, so each can be sold anywhere in its national market. [I]

This section looked at where Dostal Technology works, where it sells and what its own pages and markup say about place. It started operating in April 2026 and works remotely by default for clients nationwide, in person in Omaha or Austin when a client asks (Confirmed). It works from Omaha, NE and Austin, TX (Confirmed). Its own markup agrees: the home JSON-LD lists Omaha, NE, Lincoln, NE, Austin, TX and the United States as areaServed [D]. National reach is its current scope, not a later step. (includes client-provided values)

Dostal Technology's market today is the whole country: it sells nationally and works from Omaha, NE and Austin, TX (Confirmed), each a place it works from in its own right. Place names differ across sources, and on our reading (INFERENCE) the others belong to other parties, not to the business. Rockwall, TX comes from a client case study [D]. Denton, TX is where Denton BBQ LLC, a partner it works with (Confirmed), is named on /affiliations [D]. Omaha, NE is on the home JSON-LD address and the GitHub profile mdostal [D], with Lincoln, NE and Austin, TX in the areaServed list.

Other firms sell fractional CTO work on a national footing in or from these cities, per UNVERIFIED [G] sources. Devantas of Omaha, NE is described as selling fractional CTO services around the Omaha metro and remotely across the United States and worldwide (remote global). HyperNest Labs is described as selling embedded fractional CTO services across US cities including Austin, TX (remote national). Buyers can therefore find national remote delivery elsewhere too, so the named client case studies and the Omaha, NE and Austin, TX working places are what make Dostal Technology's national claim concrete to a buyer. (includes client-provided values)

Where the business operates today

- **In person on request** [D] (includes client-provided values): Dostal Technology's operating places are Omaha, NE and Austin, TX, and the company is registered in Texas (Confirmed). It has no storefront and no public office, and it works in person in Omaha or Austin when a client asks (Confirmed). Its /smb page and its fractional CTO one-pager carry both places side by side as "Omaha, NE — Austin, TX".
- **Remote delivery to buyers nationwide** (includes client-provided values): Dostal Technology works remotely by default for clients nationwide (Confirmed). Clients named in its case studies are in Royse City, TX and Rockwall, TX (/showcase/all-that-technology) and in Austin, TX (/showcase/cadex-legacy) [D].

Presence signals

Omaha, NE
Named on its /smb page

Austin, TX
Also named on its /smb page

Austin, TX
CADEX Legacy case study places client work in Austin, TX (client case study on its site)

Client-provided inputs used in this section. Notes, provided by the buyer: Operating places and sites. Client-provided: not independently verified by this report.

14. Financial posture

$4,500
Your Technical Advisory starting price, per month

3
Live demo storefronts (UNVERIFIED)

- **Operating since April 2026 (client-provided).** The record confirms Dostal Technology started operating in April 2026 and is registered in Texas [D].
- **Team page names 2 people (includes client-provided values).** Its /team page names 2 people, and the record states the firm is owner-operated. [D]
- **Remote nationwide, working from Omaha, NE and Austin, TX (client-provided).** It works remotely by default for clients nationwide and in person in Omaha or Austin on request, with no storefront and no public office [D].
- **Retainer prices are published on /pricing.** Its /pricing page lists Technical Advisory from $4,500 per month and Fractional CTO at $10,000 to $20,000 per month. [D]
- **Outside directories list it, still UNVERIFIED.** The CTO Club featured Dostal Technology in its directory of fractional CTOs in Austin on November 4, 2026, and Listed Fractional listed it on October 26, 2026; both are UNVERIFIED. [G]

This section read the business record, Dostal Technology's own pages and outside listings for signs of size, age and direction. Public signals are not financials, so nothing here estimates revenue or margin. The record confirms the firm started operating in April 2026 and works from Omaha, NE and Austin, TX, remote by default for clients nationwide [D]. Its /team page names 2 people, its /pricing page lists Technical Advisory from $4,500 per month, and its /fractional-cto page addresses Seed to Series B companies [D]. Outside directory listings point the same way but remain UNVERIFIED [G]. (includes client-provided values)

Taken together, the signals describe a new firm establishing itself through published work and published prices, with no sign of outside capital in the evidence collected. The funding language on its pages is about its buyers: its /faq page names "a Series A ahead" as a common trigger for bringing in a fractional CTO [D]. The direction shows in what it ships. Dostal Technology has released Rolodex, an open-source contact manager (a glama.ai listing as of October 17, 2026), and deployed Mercatus Liber, an open-source commerce framework with 3 live demo storefronts as of September 22, 2026; each is UNVERIFIED [G]. For buyers weighing a firm this new, that public work is evidence of build capability they can check for themselves.

Findings

- **A new firm: operating since April 2026, 2 people named on /team** [D] (includes client-provided values): The record confirms Dostal Technology started operating in April 2026 and is registered in Texas [D]. Its /team page

names 2 people, Mathew Dostal and Don Matthews [D], and the record states the firm is owner-operated. It works from Omaha, NE and Austin, TX, remote by default for clients nationwide, with no storefront and no public office.

- **Funding-stage language describes its buyers, not its own capital** [D]: Its /pricing page lists Technical Advisory from $4,500 per month and Fractional CTO at $10,000 to $20,000 per month [D]. Its /fractional-cto page addresses Seed to Series B companies, its /who-we-help page describes a Startup & Tech Growth track "through Series B", and its /docs/client-intake-questionnaire page asks a prospect's stage from pre-seed through enterprise and nonprofit [D]. These are signals about who it sells to, alongside a separate /smb page for small businesses [D]; nothing in the evidence collected shows Dostal Technology itself raising outside money.
- **Direction: open-source releases and directory listings, still UNVERIFIED** (includes client-provided values): Dostal Technology has released Rolodex (a glama.ai listing as of October 17, 2026) and Cryptocurrency Wallet Pipeline (coin-finder), and deployed Mercatus Liber via commerce.mdostal.com with 3 live demo storefronts as of September 22, 2026; each is UNVERIFIED [G]. Its homepage presents tools.mdostal.com, a suite of free open-source utilities, alongside the Audit Report product. The CTO Club (November 4, 2026) and Listed Fractional (October 26, 2026) list it under Austin, TX, which the record gives alongside Omaha, NE as a place it works from [D]; both listings are UNVERIFIED [G].

Client-provided inputs used in this section. Notes, provided by the buyer: How the business operates; Operating places and sites. Client-provided: not independently verified by this report.

15. Local position

0	0
Omaha NE queries in the Brave Search top ten	Checked pages listing compared firms but not it

- **No top-ten result on Omaha-qualified searches.** Dostal Technology was in the Brave Search top ten for 0 of the answered Omaha NE queries. [L]
- **Not on the Omaha-area chamber pages fetched.** Dostal Technology does not appear on the pages fetched for the Greater Omaha Chamber, Midlands African Chamber, Sarpy County Chamber of Commerce or Nebraska Chamber of Commerce & Industry [D]. Each absence holds only for the page fetched. [D]
- **No checked page lists compared firms without it.** The check found 0 organisation pages where compared firms appear and Dostal Technology does not (UNVERIFIED). [D]
- **Outside lists name it in Austin, TX (UNVERIFIED).** The CTO Club featured Dostal Technology in its guide to fractional CTOs in Austin on November 4, 2026. Listed Fractional listed it on October 26, 2026 as a fractional CTO practice in Austin, TX. Both are UNVERIFIED. [G]

This section looked at how Dostal Technology shows up where it works from, Omaha, NE and Austin, TX. It covered Brave Search organic results for Omaha NE-qualified queries, chamber and association pages fetched in this run, and outside lists.

Not applicable: national professional services firm. Dostal Technology sells across a national market, so map-pack ranking and place-profile standing measure local search, which is not how its buyers find it; they were not measured. What follows is presence only, in Omaha, NE, one of the places it works from (Omaha, NE and Austin, TX), as a go-to-market beachhead.

Dostal Technology works from Omaha, NE and Austin, TX, and its buyers are anywhere in its national market. The Omaha-side signals here therefore measure footing in a go-to-market beachhead, not reach in the market. That footing is weak on the pages checked, and the same holds beyond the chambers: Dostal Technology does not

appear on the Technology & Services Industry Association (TSIA) partner directory page as fetched [D]. Each absence holds only for the page fetched and is not proof the firm is not a member. Of the organisations this run opened and confirmed, the report's order to approach starts with Silicon Prairie News, a local news or media outlet, then Technology & Services Industry Association (TSIA), an industry association [D].

Presence signals in Omaha, NE

Signal	Detail	Value
Search position	"fractional CTO Omaha, NE"	Not in top 20
Search position	"technical advisory Omaha, NE"	Not in top 20
Search position	"strategic sprints Omaha, NE"	Not in top 20
Search position	"AI consulting for small businesses Omaha, NE"	Not in top 20
Search position	"technical due diligence and tech stack audits Omaha, NE"	Not in top 20
Search position	"small business tech and growth Omaha, NE"	Not in top 20
Searches with a top-ten position	All searches checked	0

Every row in this table carries the evidence tag [L].

Findings

- **Outside the Brave Search top twenty for the Omaha, NE queries checked** [L]: Brave Search organic results [L] put Dostal Technology outside the top twenty for each Omaha, NE query checked: "fractional CTO Omaha NE", "technical advisory Omaha NE", "strategic sprints Omaha NE", "AI consulting for small businesses Omaha NE", "technical due diligence and tech stack audits Omaha NE" and "small business tech and growth Omaha NE". It was in the top ten for 0 of the answered queries. This check covered Omaha, NE-qualified queries only, so it says nothing about searches without a place name.
- **Not on the Omaha-area chamber pages fetched, and no measured gap against compared firms** [D]: Dostal Technology does not appear on the pages fetched for the Greater Omaha Chamber, the Midlands African Chamber, the Sarpy County Chamber of Commerce or the Nebraska Chamber of Commerce & Industry (OBSERVED, [D]). Each result holds only for the one page fetched and is not proof the firm is not a member. The check found 0 organisation pages where compared firms appear and Dostal Technology does not (UNVERIFIED), so these pages show no gap against compared firms. An absence from the pages checked is not evidence of an opening either.
- **The outside lists that include it name Austin, TX (UNVERIFIED)** [G]: The CTO Club featured Dostal Technology in its guide to fractional CTOs in Austin on November 4, 2026, in English and Spanish editions. Listed Fractional listed Dostal Technology (mdostal.com) on October 26, 2026 as a fractional CTO practice in Austin, TX serving small businesses. Both are UNVERIFIED [G]. Austin, TX is one of the two places the firm works from, alongside Omaha, NE, so these listings agree with the record. This run holds no claim of an outside list naming the firm for Omaha, NE, which is not proof that none exists.

16. Client-provided inputs

- **Operating location (client-provided).** Self-reported value: Omaha, NE and Austin, TX.
- **Ownership (client-provided).** Self-reported value: owner-operated.
- **Company registration (client-provided).** Self-reported value: Texas.

- **Audit report credit (client-provided).** Self-reported value: Audit Report payment is credited toward the client's first invoice.
- **Work model (client-provided).** Self-reported value: Remote by default, nationwide; in person in Omaha or Austin on client request.

This section looked at operations & fulfillment, team & organizational health, legal, licensing & compliance and more.

Self-reported by the business (client-provided, Confirmed by the business): not independently verified by this report.

Operations & Fulfillment: 5 self-reported values, listed in the appendix under Full page lists, "Client-provided inputs: Operations & Fulfillment", appendix page 19.

Team & Organizational Health: 1 self-reported value, listed in the appendix under Full page lists, "Client-provided inputs: Team & Organizational Health", appendix page 20.

Legal, Licensing & Compliance: 1 self-reported value, listed in the appendix under Full page lists, "Client-provided inputs: Legal, Licensing & Compliance", appendix page 20.

Pricing & Terms: 3 self-reported values, listed in the appendix under Full page lists, "Client-provided inputs: Pricing & Terms", appendix page 20.

Optional ways to strengthen this report further

- **Financial Health & Unit Economics**: Unlocks revenue trend, margin, acquisition cost, lifetime value and churn: whether the business is growing, and whether that growth is profitable.
- **Marketing Channel Performance**: Unlocks which channels actually convert, not just which are installed, plus owned-audience size and engagement.
- **Customer Experience & Satisfaction**: Unlocks direct customer-reported satisfaction and retention, independent of review-site sampling bias.
- **Growth Readiness & Scalability**: Unlocks whether stated expansion ambitions are actually fundable and infrastructure-ready.

Client-provided inputs used in this section. Notes, provided by the buyer: How the business operates; Operating places and sites; Audit Report credit toward services. Audit Report credit toward services: also stated on its /pricing page [D] ("What a client paid for an Audit Report comes off their first invoice for Dostal Technology services."); the rest of that input is confirmed by the business and not independently verified by this report. (verified as of 2026-11-11, not re-checked on 2026-11-12)

Live-site findings show the date they were verified. The live site may have changed since.

PART 2

Our take

Everything after this page is labeled opinion, judgment or assumption.

NOT VERIFIED FACT



Site inventory

OPINION · JUDGMENT · ASSUMPTION

> VERDICT **Content on the pages read is clean and phone-ready, but the blog has gone quiet and part of the sitemap and two linked hosts were not read.**

- **Clean where read.** The pages checked show no leftover internal text and fit a phone screen, so the basics of upkeep are in place on the sample this audit read. [I]
- **Blog needs attention.** Publish a new post on mdostal.com/blog, so buyers see current writing under the firm's name. [I]
- **Unread corners remain.** Run a placeholder pass over the rest of the sitemap and confirm the drone.mdostal.com gate is what a buyer arriving from /portfolio should see. [I]

Assessment

- **Site content upkeep: clean on the pages read, but the blog has gone quiet** [I]: The pages this audit read are in good order. None shows leftover internal or placeholder text, and none is wider than a phone screen. That is a sample, not the whole sitemap, so the result holds only for the pages checked. The weak spot is freshness. The feed at mdostal.com/feed.xml has nothing newer than 2026-04-11, so a buyer weighing a fractional CTO or AI consultant finds a live /blog page with no recent writing. The blog index title also names a person where the homepage and book.mdostal.com carry the firm's name, so the writing Dostal Technology publishes is not labelled as the firm's. Upkeep off the main site cannot be fully judged. audit.mdostal.com and shop.mdostal.com were not fetched (robots), so their content is unknown, and drone.mdostal.com lands a visitor from /portfolio on a gate page. Three actions follow, in this order:
  - Publish a new post on mdostal.com/blog.
  - Run a placeholder pass over the rest of the sitemap.
  - Confirm that the drone.mdostal.com gate is what a buyer arriving from /portfolio should see.

  Evidence: Part 1, Site inventory.

Performance

> VERDICT **Fast on desktop and stable in layout, but phones lag on the homepage and /contact because of the site's own scripts. That is fixable without removing tracking tags.**

- **Own scripts are the bottleneck.** The mobile slowdown traces to the site's own script chunks rather than images or tags, so splitting or deferring them on the homepage is the most useful fix. [I]
- **Fix /contact early.** The page where buyers get in touch runs the heaviest script on a phone, mostly from one chunk that can be loaded later. [I]
- **Tags are a side issue.** Facebook and Google Tag Manager add download weight on the homepage and /products but little blocking, so deferring them is a tidy-up, not a cure. [I]
- **Check the failing audits.** The best-practices and accessibility dips on the homepage and /products need the full Lighthouse report to identify, and we infer the tags may be involved. [I]

Assessment

- **Mobile speed: acceptable, but held back by the site's own scripts** [I]: The mobile gap comes from the site's own code, not from images or tracking tags. On the mobile homepage the largest painted element is a block of text, the heaviest script entries are the site's own chunks, and third parties take 11% of main-thread time. We infer the intro text paints late because it waits on that script work; no Lighthouse phase in this run measured that directly. The lighter pages, /pricing and /testimonials, show the same site can score well on a phone when less script runs. Split or defer the largest script chunk on the homepage first. Then retest several times, because the homepage results on mobile varied between runs. Evidence: Part 1, Performance.
- **Script load on the contact page: worth fixing early** [I]: /contact is where a prospective customer gets in touch, and on mobile it carries the heaviest script work of the pages tested. Most of that work sits in a single chunk served from the site's own domain. The page still scores reasonably on mobile, so this is not an emergency. We infer the cost would show as sluggish response on slower phones, which a lab score does not fully capture. Find what that chunk contains and load it only when the buyer reaches the part of /contact that needs it. Evidence: Part 1, Performance.
- **Facebook and Google Tag Manager tags (opinion): low priority; a download-weight issue only** [I]: Removing the Facebook and Google Tag Manager tags would not fix mobile speed, because their measured main-thread cost is 11% to 13% of main-thread time. They do add noticeable download weight on the homepage and /products compared with a page like /pricing. If the tags support active campaigns, keep them and load them after the page has become usable. If the Facebook tag is not in use, removing it is an easy saving. Evidence: Part 1, Performance.
- **Best-practices and accessibility dips: minor, cause not yet identified** [I]: The best-practices dip appears only on the mobile homepage and mobile /products, and both pages are clean on desktop. Those are the same two mobile pages where Lighthouse recorded Facebook and Google Tag Manager. We infer the dip may be tied to those tags, but the evidence collected does not record which audits failed. The accessibility slip on /products appears on both mobile and desktop, so it more likely sits in the page's own markup. Open the full Lighthouse reports for the homepage and /products to find the failing items before changing anything. Evidence: Part 1, Performance and Accessibility.
- **Overall site performance: healthy on desktop, uneven on mobile** [I]: The foundations are sound: desktop is fast on the pages tested and the layout is stable. The weakness is narrow and fixable, because it comes down to how much of the site's own script runs on a phone. It matters most on the homepage and /contact, the two pages a prospective customer is most likely to use when deciding whether to get in touch. These are lab tests, not measurements from real buyers' devices, so read them as a guide to where to work. The order of work is the script chunks on the homepage and /contact first, then the failing audits on /products, then the tag weight. Evidence: Part 1, Performance.

Security and privacy

> VERDICT **The connection is well protected. Email authentication, visitor control over ad tags and the content policy are left half-finished, in plain view of any prospect weighing a tech stack audit.**

- **Fix email first.** Receivers are not told to act on mail that fakes the firm's address, so finish SPF at the apex and tighten DMARC before anything else. [I]
- **Give visitors a control.** The ad tags are disclosed in the privacy policy, but a visitor whose browser sends no opt-out signal has no way to decline on /contact or /book. [I]

- **Finish the content policy.** The Content-Security-Policy is drafted but blocks and reports nothing until it has a reporting endpoint and is switched to enforcing mode. [I]
- **The foundation holds.** Encryption, certificate trust and the browser-hardening headers are in good order, so the remaining work is configuration, with the server side itself not visible from outside. [I]

Assessment

- **Security posture from outside: sound foundation, with three fixable gaps in plain view** [I]: The parts that protect a buyer's connection to mdostal.com are in good order: encryption, a trusted certificate, the HTTPS-only instruction, the browser-hardening headers and the limits on who may issue certificates. The weaknesses are configuration left half-finished, not signs of neglect: email authentication that stops short of telling receivers what to do with forged mail, a content policy that is drafted but not enforced, and ad tags with no on-page control. None of these points to a compromise, and each is a settings change, not a rebuild. They matter more than usual for Dostal Technology because it wants to be found for tech stack audits, and a prospect can run the same outside checks on the firm before getting in touch. Confidence is medium: this view cannot see patching, account access, backups or how collected data is handled. Evidence: Part 1, Security and privacy.
- **Email spoofing protection: the weakest point, and the first to fix** [I]: The signing pieces are in place for Google Workspace and Resend, and the sending subdomain has its own SPF record. What is missing is the instruction that makes them count: with DMARC at p=none and no apex SPF, a receiving server is not told to quarantine or reject mail that fakes the firm's address. For a firm whose buyers get in touch and are answered by email, a forged message in its name is the most direct way this posture could cost it trust. Do this first, in order: publish an apex SPF record for the Google mail service the MX record points to, add a DMARC reporting address, then move the policy to quarantine or reject once legitimate mail is confirmed to pass. Evidence: Part 1, Security and privacy.
- **Ad tracking and visitor control: disclosed honestly, but the opt-out depends on the visitor's browser** [I]: The tracking on mdostal.com is not hidden: the privacy policy names the Meta Pixel and the Google tag for Google Ads, and states an opt-out through Global Privacy Control or Do Not Track. The weakness is that this opt-out only reaches visitors whose browser already sends such a signal. Everyone else gets Google Ads and Meta Pixel on page load, including on /contact and /book, with no on-page way to decline. A banner or a privacy-settings link on those pages would close the gap without changing the ad setup. The captures sent no opt-out signal, so the stated behaviour was not tested; confirm it with a browser that sends Global Privacy Control. The site's JS files also carry TikTok Pixel, LinkedIn Insight, Reddit Pixel, X pixel, Pinterest Tag, Snap Pixel and PostHog code that was not seen loading. Remove whatever is not planned for use, and make sure the policy names any of them before it is switched on.
  Evidence: Part 1, Security and privacy.
- **Content-Security-Policy: started but not finished, so it protects nothing yet** [I]: A policy has been written but currently does no work: in report-only mode with no reporting endpoint it neither blocks an injected script nor tells the firm one was attempted. The effort is mostly spent and the remaining steps are small. Add a report-to or report-uri endpoint, decide whether lh3.googleusercontent.com belongs on the allowlist, then switch to enforcing mode once the reports are clean. This ranks below the email fix because the other browser-hardening headers on mdostal.com are already in place. Evidence: Part 1, Security and privacy.

SEO and structured data

> VERDICT **Sound technical base, undercut by wording: the closest page titles do not carry the audit and AI-consultant phrases, and some titles name an individual rather than the firm.**

- **Plumbing is not the problem.** Crawlers and AI engines can reach and read the crawled pages on mdostal.com, so effort belongs in titles and descriptions, not in technical repairs. [I]
- **Target wording is missing where it counts.** Edit the /smb title and meta description and the /enterprise/audit or /tech-checkup title to use the phrases the firm wants to be found for; the pages already exist. [I]
- **The firm's name is diluted.** End the /about, /blog, /resume and /sponsors titles with "Dostal Technology" and open /llms.txt with a sentence about the firm, so titles and the AI guide back the Organization entity the homepage (/) declares. [I]
- **Markup and indexing need small fixes.** Extend the Offer markup already on /tech-checkup and /smb/checkup to /pricing, and confirm /materials/one-pager-fcto is meant to stay open to search. [I]

Assessment

- **Search basics coverage: solid foundation, held back by wording** [I]: On the pages crawled, mdostal.com gives search engines and AI crawlers what they need to reach, read and classify it, so the remaining work is editorial, not technical. The weakest point is the match between page titles and the phrases the firm wants to be found for. "Fractional CTO" has a page whose title says exactly that. The pages closest to "AI consultant for small business" and "tech stack audit" are titled in other words, so search engines have less to match on those phrases. Edit the /smb title and meta description and the /enterprise/audit or /tech-checkup title to carry that wording; no new pages are needed.
  The second issue is identity. The site presents a firm, yet the titles of /about, /blog, /resume and /sponsors, and the opening statement recorded from /llms.txt, name an individual. That pulls against the Organization entity the homepage (/) declares. End those titles with "Dostal Technology" and open /llms.txt with a sentence about the firm. Three smaller fixes follow. Shorten the homepage (/) title so the service phrase sits early enough to survive truncation. Extend the Offer markup already used on /tech-checkup and /smb/checkup to /pricing. Confirm that /materials/one-pager-fcto is meant to stay indexable while its sibling handouts are not.
  This judgment covers the crawled pages only; the sitemap lists more URLs than were checked.
  Evidence: Part 1, SEO and structured data and AI findability.

Accessibility

> VERDICT **Automated checks found a small, fixable set of colour faults on /products and /about; the enquiry route raised no flag, but manual testing has not been done.**

- **A narrow repair, not a rebuild.** The failures are colour choices on /products and /about, so the same correction to text colour, plus a non-colour cue on the /about link, should clear them. [I]
- **Friction sits before the enquiry.** The flagged pages are where a buyer weighs the offers and the firm, so fix /products first and re-run the check before turning to pages that passed. [I]
- **Clean scores are not proof.** Keyboard use, screen-reader flow and alt-text wording were not tested, so do a short manual pass on /contact, /portfolio and /companies before making any accessibility claim. [I]

Assessment

- **Automated accessibility results: good, with a small and fixable set of colour faults on /products and /about** [I]: The automated results point to a narrow repair job, not a structural problem. The failures are colour choices on /products and /about, while the homepage and /pricing cleared the rule check and /contact raised no Lighthouse flag. That matters because the faults sit on the pages where a buyer weighs the offers and the firm, so a reader with low vision or colour blindness meets friction before reaching the enquiry route. Correct the faint text on /products first, since that is also what holds its Lighthouse score below the other scored pages. Then apply the same colour correction to /about, give the in-text link on /about an underline or another non-colour cue, and re-run the rule check on both pages. Confidence is medium: the rule check ran at a desktop viewport on a handful of pages, /about has no Lighthouse score, and automated rules cover only part of accessibility.
  Evidence: Part 1, Accessibility.
- **What the automated pass leaves open (opinion): untested, worth a short manual pass** [I]: The clean results on the homepage, /pricing and /contact should be read as "no automated flag", not as proof that a buyer using a keyboard or screen reader can complete an enquiry. The image check confirms only that an alt attribute exists, so it says nothing about whether the wording helps on the image-heavy /portfolio and /companies pages. Once the colour fixes are in, a short manual pass is the sensible next step. Tab through /contact with the keyboard alone, then listen to /portfolio and /companies with a screen reader and rewrite any alt text that does not describe its image. Until that is done, avoid describing the site as accessible or conformant in sales material.
  Evidence: Part 1, Accessibility and Performance.

AI findability

> VERDICT **Known by name but not yet recommended: AI engines can read the site and mostly identify the firm, yet point buyers to its networks and to larger firms instead.**

- **A recommendation gap, not an access gap.** The site is open and readable to AI crawlers, so what is missing is outside sources that tie the firm to the short phrases buyers use. [I]
- **Listed profiles are the nearest route.** Engines send fractional CTO buyers to networks the firm already works through, so check its profiles on Toptal, TechCXO and Fractional Jobs first, then consider FractionalExec once those are checked. [I]
- **The name alone is ambiguous.** Google Gemini and Claude blended in same-named businesses when asked by name, so outside pages pairing Dostal Technology with mdostal.com and the places it works from would help engines tell it apart. [I]

Assessment

- **Visibility in AI answers: known by name, not yet recommended** [I]: The engines queried mostly describe Dostal Technology correctly when asked by name, yet none named it when buyers asked for the services it sells. That makes this a recommendation gap, not a recognition gap. Web search shows the same pattern: the firm ranks for its own name and for a long, specific phrase, but is not among the results returned for the short buyer phrases checked. The engines appear to lack outside sources that tie the firm to those short phrases. That is our reading, not a measured cause, and it fits a firm in its first year of operating. The nearest route is already open.
  For fractional CTO questions the engines point buyers to networks the firm gets work through, so its profiles there are where such a buyer would meet it. No run checked whether those profiles are complete, current or link back to mdostal.com, so check the profiles on Toptal, TechCXO and Fractional Jobs first. Once the listed profiles are checked, consider a listing on FractionalExec, a marketplace it could list on that Google Gemini and Perplexity named for fractional CTO questions about Omaha. Confidence is medium: only the engines that

answered are evidence, and Google AI Overviews and Microsoft Copilot were not queried.
Evidence: Part 1, AI findability.

- **How AI engines identify the firm by name: mostly right, with namesake mix-ups on Gemini and Claude** [I]: The firm's name alone is an ambiguous identifier; its domain is a clear one. Asked about mdostal.com, Google Gemini, ChatGPT and Perplexity described the firm. Asked "What is Dostal Technology?", Google Gemini and Claude blended in other businesses sharing the name "Dostal", and Claude placed the firm in Grand Forks, ND, which is not a place it works from (Omaha, NE and Austin, TX). Where the answers were correct they often rested on the firm's own site alone: ChatGPT's brand answers and Perplexity's answer about mdostal.com cited no third-party source. Little outside the firm's own pages tells an engine which "Dostal" is meant.
Outside pages that pair the name Dostal Technology with mdostal.com, what it does and that it works from Omaha, NE and Austin, TX would help engines separate it from the namesakes. Start with the profiles it already has on Toptal and TechCXO, checking that each states the firm name and links to mdostal.com. Among ecosystem organisations, approach Silicon Prairie News first, then the Technology & Services Industry Association (TSIA). Confidence is medium: this rests on a small set of brand questions on the engines queried.
Evidence: Part 1, AI findability.
- **Site readiness for AI crawlers: sound; not what holds the firm back** [I]: Nothing measured on mdostal.com stands between AI engines and its content. The robots.txt names none of the AI crawlers checked, so its open general rule lets them in. The site serves /llms.txt and /llms-full.txt as guides for AI engines, and the crawled pages declare structured data. More technical work for AI crawlers is therefore unlikely to change what the engines answer. The effort is better spent on the outside sources and listed profiles that engines draw on when recommending providers. Evidence: Part 1, SEO and structured data and AI findability.

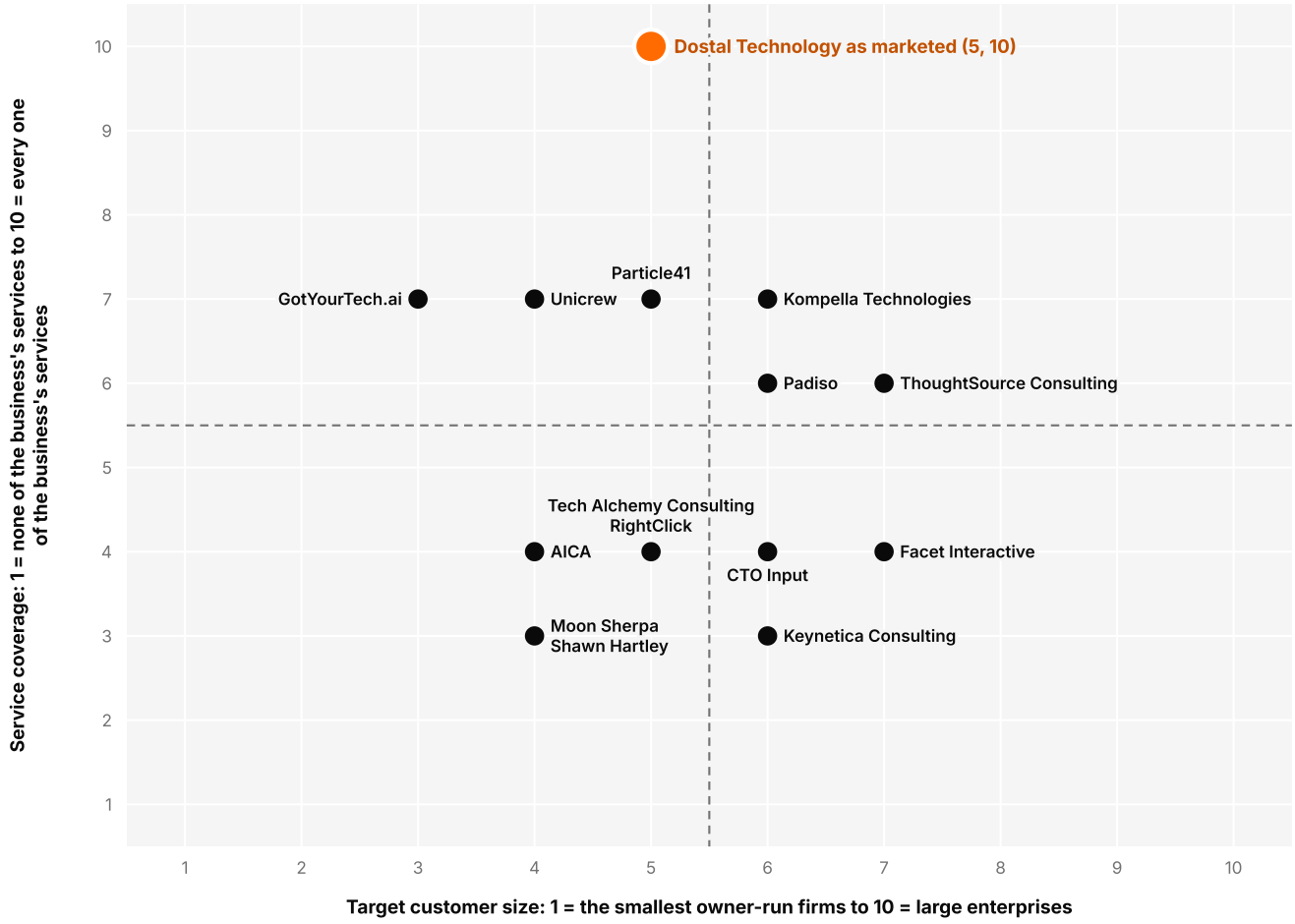
Competitive landscape

> VERDICT **A crowded, fragmented field. Dostal Technology is credibly priced and differentiated on paper, but it is not yet named where buyers search the broad category.**

- **Pressure comes from look-alikes.** The rivals that matter most pair a published leadership retainer with a fixed diagnostic, as Tech Alchemy Consulting and Truvisory do, which overlaps Dostal Technology's own ladder even though none covers every service it sells. [I]
- **Price position differs by plan.** Its Fractional CTO retainer sits in the upper half of the rival leadership retainers charted, while its small-business Advisory Partnership is below every rival advisory plan charted. [I]
- **Found for the niche, not the category.** Outside lists and its edge and agentic AI query carry it, so the work is getting named on the broad terms, starting with a check of its Toptal, TechCXO and Fractional Jobs profiles. [I]
- **The Audit Report is the distinctive asset.** A priced, productised audit and edge AI depth separate it from rivals selling leadership hours, and the self-serve, low-price corner for fractional CTO is open among the competitors checked. [I]

Finding

- **Among the sites checked, no fractional CTO competitor sells a self-serve, low-price version**: This run opened the own site of 83 of the companies research found to check the signup path [D]. Among the fractional CTO competitors whose sites were opened, none offers a signup without a sales call at a low public monthly price; they sell behind a demo, at a higher or unpublished price, or without a confirmed self-serve signup (our judgment [I]; sites not opened may differ). Substitutes do offer this: the site of CEO Sidekick, an AI advisor platform with a Virtual CTO/CIO advisor and not a rival, shows an account signup a buyer can complete without talking to sales [D]. Dostal Technology's own "Book a Call" link sends visitors to book.mdostal.com [D].



Competitive Positioning Map (JUDGMENT): each placement is our judgment from the cited research, not a measurement

The map plots 15 of the 51 placements (the business's own, then direct rivals first); the table that follows gives the basis of each plotted placement, and the appendix lists the rest.

The vertical score counts how many of the business's own services a firm offers, so the business as marketed is at the top by construction; the score compares the rivals with it, and does not rate the business.

Basis for each placement (JUDGMENT, from the cited research); 36 more rows in the appendix

Placed	Target customer size	Service coverage	Basis
Dostal Technology as marketed	5	10	Covers six of six services (fractional CTO; technical advisory; strategic sprints; AI consulting for small businesses; technical due diligence and tech stack audits; small business tech and growth). Its own pages market work across Enterprise, Small Business and Startup & Growth tracks, from small-business checkups to enterprise advisory, which puts it mid-scale on customer size.
Kompella Technologies	6	7	Covers four of six services. It sells to early-stage through growth-stage startups and also to large-company innovation teams and private equity portfolio companies.
Tech Alchemy Consulting	5	4	Covers two of six services. It targets founders and small-company CEOs alongside growth-stage companies and private equity operating partners.
AICA	4	4	Covers two of six services. It serves startups through large enterprises but says most of its clients are startups and early-growth companies.
Keynetica Consulting	6	3	Covers one of six services. It works with founder- and CEO-led B2B operating companies of mid size, focused first on Texas.

Placed	Target customer size	Service coverage	Basis
GotYourTech.ai	3	7	Covers four of six services. It targets small seed and Series A startups and established small and mid-sized businesses modernising their systems.
Padiso	6	6	Covers three of six services. It sells to startups, enterprises, government teams and private equity, with small businesses the largest share of its reported client mix.
Moon Sherpa	4	3	Covers one of six services. It targets real estate teams, law firms and other growth-focused teams, which are mostly smaller organisations.
Unicrew	4	7	Covers four of six services. It targets founders at early-stage startups and scaling companies, plus software SMBs and agencies.
Facet Interactive	7	4	Covers two of six services. It serves small through enterprise businesses, with a reported client mix weighted to midmarket and enterprise.
ThoughtSource Consulting	7	6	Covers three of six services. It sells to growth-stage software companies, private equity investors and global enterprises evaluating transactions.
Shawn Hartley	4	3	Covers one of six services. He serves startups, small and mid-sized businesses and established brands that lack a full-time executive.
CTO Input	6	4	Covers two of six services. It sells to CEOs and boards at growth-stage and established mid-market companies as well as startups.
RightClick	5	4	Covers two of six services. It tailors technology and talent solutions to small and mid-sized businesses and also serves enterprises.
Particle41	5	7	Covers four of six services. It serves startups, SaaS businesses, growth-stage and mid-market companies.
36 more rows			listed in the appendix under Full page lists, "Competitive landscape: Basis for each placement", appendix page 15

Self-serve signup among the direct rivals checked

0
Self-serve signup

36
Sites opened (of the direct rivals found)

38
Direct rivals found

Self-serve signup: of the direct rivals whose own site was opened

Direct rivals found: substitutes, platforms and channels not counted

White space by capability among the rivals and the software substitutes from the category (JUDGMENT): who occupies the self-serve, low-price corner

Capability	Self-serve at a low public price
fractional CTO	open among the competitors checked
technical advisory	occupied by CEO Sidekick
strategic sprints	occupied by CEO Sidekick
AI consulting for small businesses	open among the competitors checked
technical due diligence and tech stack audits	open among the competitors checked
small business tech and growth	open among the competitors checked

Segment retreat, self-serve and white space

- **Published tiers removed: documented** [I]: Tech Alchemy Consulting removed a published tier (dated Internet Archive captures). Neither the tier's own name or price nor a segment gate says which buyers it was for, so this is a change in what that competitor publishes, not by itself evidence of leaving a segment. Evidence: Part 1, Competitive landscape and Pricing position.
- **Direct rivals with a self-serve signup: 0** [I]: None of the direct rivals whose own site was opened showed a self-serve signup; each asks for a demo or a sales conversation, or shows neither. Some competitors' own sites were not opened, so this says nothing about them. MidMarket.ai, CEO Sidekick, Codenteam and three others have a self-serve signup too, but they are not direct rivals (substitutes, platforms or firms selling another offering), so they are not counted. Evidence: Part 1, Competitive landscape.

Assessment

- **What this means, stated plainly: crowded category, found only for the specialism** [I]: The buyer Dostal Technology wants is being courted by a crowded field of fractional CTO and AI advisory practices in Austin, TX and Omaha, NE and by remote firms selling nationally. Several of them publish prices and fixed diagnostics much as it does. As of November 9, 2026 it was not in the top public results for 'fractional CTO Omaha', 'fractional CTO for small business' or 'fixed-price tech stack audit' (UNVERIFIED), while Brave Search does show it for its edge and agentic AI query [D] and The CTO Club featured it among Austin fractional CTOs on November 4, 2026 (UNVERIFIED). The opening a check of this report supports is the self-serve, low-price corner for fractional CTO, which none of the competitor sites opened fills.
  Evidence: Part 1, Competitive landscape, Market positioning, AI findability, Financial posture and Local position.
- **Competitive pressure: high, from many small practices in both places it works from and from remote firms** [I]: The field is crowded and fragmented. Boutique and founder-led practices in Austin, TX and Omaha, NE, plus remote firms selling nationally, each cover part of the services Dostal Technology sells. None covers every one of them, and no one rival dominates. Pressure is sharpest from rivals that pair a published leadership retainer with a fixed-price diagnostic, as Tech Alchemy Consulting and Truvisory do (UNVERIFIED), because that overlaps Dostal Technology's own ladder and gives a buyer a like-for-like comparison on those offers. In Omaha, where Devantas, Shawn Hartley and Ascend Technology Group are already named for the category query (UNVERIFIED), the pressure is recognition more than price. Devantas also states it sells leadership, automation and application development as practices meant to be bought together [D]. Evidence: Part 1, Competitive landscape and Pricing position.
- **Visibility where buyers search the category: weak on the broad category terms, present on its specialism** [I]: Dostal Technology is found for what makes it different and missed for what it wants to be found for. On the broad terms, 'fractional CTO Omaha', 'fractional CTO for small business' and 'AI consultant for small business in Nebraska', public results name rivals and related firms instead (UNVERIFIED). Its edge and agentic AI query does return it [D], and outside lists, The CTO Club and Listed Fractional, do carry it as a fractional CTO practice (UNVERIFIED). Because it has no storefront, the review-led map listings that Omaha rivals such as Ascend Technology Group hold (UNVERIFIED) are not its route; third-party lists and the networks it already works through are. Check the profiles on Toptal, TechCXO and Fractional Jobs first, since no run checked whether they are complete, current or link back, and only then consider a new listing on FractionalExec.
  Evidence: Part 1, Competitive landscape, Market positioning, AI findability, Financial posture, Local position and Growth channels and partnerships.
- **Differentiation (opinion): real but under-signalled: a productised audit and edge AI depth** [I]: Most direct rivals sell fractional leadership hours with AI builds attached, and several publish prices, so a published price ladder alone does not set Dostal Technology apart. What does is the Audit Report, a priced product delivered as a brief and a full PDF [D], and the edge AI, hardware integration and fintech depth its pages state, backed by live public utilities at tools.mdostal.com [D]. Rivals counter with things its pages do not state: Devantas with fractional CIO leadership and vendor and MSP oversight (UNVERIFIED), and HyperNest Labs with founding engineers embedded in client workspaces and no retainers [D]. Its own /how-we-work page already lists Productized Pods

[D], so delivery capacity is published and should be shown beside the leadership offer, not built anew. The risk in selling Enterprise, Small Business and Startup & Tech Growth tracks at once [D] is that each track meets a specialist, such as Rob Weidner for founder-led service businesses [D] or Framework CTO for non-technical founders (UNVERIFIED).
Evidence: Part 1, Competitive landscape, Market positioning, Marketability and Pricing position.

- **Self-serve, low-price corner: open for fractional CTO among the competitors checked; taken for technical advisory** [I]: For fractional CTO, none of the competitors whose sites were opened lets a buyer start without a sales conversation at a low public price, and that holds only for the sites checked. The same corner is occupied for technical advisory and strategic sprints by CEO Sidekick, a substitute whose signup form this run observed [D] and which lists a monthly price (UNVERIFIED), so a small buyer weighing advice already has a tool to turn to. Dostal Technology's own homepage call to action leads to a booked call on book.mdostal.com [D], the same path the rivals offer. The Audit Report, the priced product its pages give as the entry point [D], is the offer best placed to meet that buyer. Giving it the same prominence on the homepage as 'Book a Call' would test whether the corner holds demand. Evidence: Part 1, Competitive landscape, Marketability and Market positioning.

Market positioning

> VERDICT **Distinct in substance, blurred in message: depth, a product and published prices set it apart, but no single buyer or problem anchors the pitch as direct rivals' pitches do.**

- **Substance is distinct.** Edge-AI depth and the Audit Report are things direct rivals in the evidence collected do not pitch, and the niche search placement shows that difference registers. [I]
- **The message lacks a named buyer.** Framework CTO, CTO.LA, HyperNest Labs and Devantas each lead with a specific buyer or model, while the broader small-business and Omaha searches do not yet surface Dostal Technology. [I]
- **Prices help against some rivals.** Published pricing beats Devantas and CTO.LA, which state they list none, but other direct rivals also show prices, so it supports the pitch without carrying it. [I]

Assessment

- **What this means, stated plainly: real difference, not yet tied to a buyer** [I]: The firms after the same buyer are fractional CTO practices with a tighter promise. Public sources show Devantas and Ascend Technology Group for 'fractional CTO Omaha', and Framework CTO and HyperNest Labs each pitch a single kind of founder or a single way of working (UNVERIFIED). The opening is the edge-AI and agentic-AI niche, where Dostal Technology is already found in search. It also has published prices where Devantas and CTO.LA state they list none, and fresh outside proof: The CTO Club featured it on November 4, 2026 (UNVERIFIED). As of November 9, 2026 it was not in the top public results for 'fractional CTO for small business' (UNVERIFIED), even though its own pages sell a small-business track. Evidence: Part 1, Competitive landscape, Market positioning, Pricing position and AI findability.
- **Differentiation from direct rivals: clear in substance, blurred in message** [I]: Dostal Technology is different in substance. Its site states production depth from edge AI and hardware integration to fintech infrastructure, it sells the Audit Report as a product, and its /pricing page prints prices. Direct rivals such as Framework CTO (UNVERIFIED), CTO.LA, HyperNest Labs and Devantas each tie their pitch to a named buyer, sector or delivery model. That is easier for a buyer to repeat than 'We Fix Broken Tech Stacks'. The search evidence follows the same line. mdostal.com is found for the edge-AI and agentic-AI query, yet as of November 9, 2026 it was not in the top public results for the small-business, Omaha or Nebraska AI-consultant searches (UNVERIFIED). So the difference is real but not yet proven to the wider buyer. The action is to state, per track, the single problem that track solves in the buyer's own search words on /smb/checkup, /tech-checkup and /enterprise/consultant, since

those are the phrases it is not yet found for.
Evidence: Part 1, Competitive landscape, Market positioning and Pricing position.

- **Published prices as a point of difference: a real edge, but not unique** [I]: Publishing a fixed price for the Architecture & Risk Audit on /pricing separates Dostal Technology from Devantas and CTO.LA, which state that they do not list prices (UNVERIFIED). It is an edge against those two, not against the whole field. Several direct rivals also show a price in public sources, Sageplan Technology Consulting and Ascend Technology Group among them (UNVERIFIED). Published prices do the most work where a buyer is comparing several practices side by side. Where the profile allows, carry them into the listings on The CTO Club and Listed Fractional. Evidence: Part 1, Competitive landscape, Market positioning and Pricing position.
- **How clearly the name resolves to the firm: blurred by other 'Dostal' businesses** [I]: AI assistants asked what Dostal Technology is cited other sites that share the name 'Dostal', and Tracxn profiles a deadpooled company of the same name (UNVERIFIED). None of these is a competitor, but for a new firm it means the name alone does not yet pull up the right business. Its /about page title leads with the founder's name rather than the firm's. Keeping the same wording on its The CTO Club and Listed Fractional listings would give search and AI tools one consistent entity to resolve. Evidence: Part 1, Market positioning, Competitive landscape, Financial posture, Local position and Growth channels and partnerships.

Marketability

> VERDICT **Ready to convert buyers who want a call; the paid entry point, the hand-applied credit and small readable off-site audiences leave less for buyers not yet ready.**

- **Call-ready buyers are well served.** Consistent published prices and an ungated calendar mean a buyer who wants a conversation meets no surprise and no obstacle on the way to it. [I]
- **The entry point sits beside the main path.** The Audit Report is bought on audit.mdostal.com while pages lead with a call, and its credit depends on the buyer sending a receipt, so the reminder belongs at the booking and receipt steps. [I]
- **Different labels, one calendar page.** Labels that promise a checkup or a strategy call all arrive at the same calendar landing page, so the wording there should confirm the buyer is in the right place for the offer they clicked. [I]
- **Proof lives on the site, not beyond it.** The audiences that could be read off the site are small, so /testimonials, /showcase and /about do the persuading and outside recommendations are the next thing to build. [I]

Assessment

- **Conversion readiness: strong for buyers ready to talk, weaker for buyers who are not** [I] (includes client-provided values): The site is ready to convert a buyer who wants a conversation: that buyer knows the price before the call and nothing stands between the click and a time slot. The gaps are for the buyer who is not yet ready to talk. The entry point the /pricing page names, the Audit Report, is bought on audit.mdostal.com, while the first call to action on the pages checked is a call. The product meant to start the relationship therefore sits a step to the side of the main path.
  The credit that makes the Audit Report an easy first step is applied by hand and depends on the buyer remembering to send the receipt. The policy is published on /pricing, /audit-packet and /faq, but this check did not read whether the calendar page on book.mdostal.com repeats it at the moment of booking. If it does not, add a short reminder there and on the Audit Report receipt. Booking labels also promise different things ("Book Your Checkup", "Book a Strategy Call", "Book a Discovery Call"), yet all lead to the same calendar landing page.
  A buyer who clicked "Book Your Checkup" on /tech-checkup or /smb/checkup arrives, as far as this check saw, at that general landing page, so the call has to re-establish which offer they came for. This check did not read

whether the wording on that landing page names the checkups. If it does not, a sentence there naming them would confirm the buyer is in the right place. Off the site, the audiences that could be read are small and the other linked profiles were not read.
A buyer who vets a firm elsewhere finds less than /testimonials, /showcase and /about show, so those pages should stay close to every booking button.
Evidence: Part 1, Marketability, Pricing position and Client-provided inputs.

Buyer fit (simulated buyers, automated judgment)

Buyer	Situation	Fit today
Seed-stage founder without a technical lead (simulated)	A startup founder who suspects the product's foundations are shaky and wants a quick outside read before hiring.	strong
Small business owner curious about AI (simulated)	An owner of an established small business who wants to know where AI and better tooling would actually pay off.	strong
Scale-up CEO needing technical leadership (simulated)	A chief executive of a growing company whose engineering team has outgrown its leadership and who wants part-time senior direction.	strong
Enterprise engineering director (simulated)	A director at a large organisation who wants an independent senior voice on an architecture decision and must justify the supplier internally.	partial
Buyer wanting an independent look at a tech stack (simulated)	A decision-maker who needs a structured review of an existing system before committing more budget to it.	strong
Self-serve buyer who avoids sales calls (simulated)	A cautious prospective customer who prefers to pay for something small and judge the work before speaking to anyone.	partial
Off-site credibility checker (simulated)	A prospective customer who judges a firm by its following and third-party signals before trusting its own pages.	poor
Non-technical owner with a build in mind (simulated)	A small-business owner who wants a specific tool built and handed over without taking on an ongoing retainer.	partial
Price-first comparison shopper (simulated)	A buyer shortlisting several fractional technology firms who drops any that hide their rates.	strong
Founder testing whether a fractional CTO pays off (simulated)	An early-stage founder unsure whether part-time technical leadership is worth the monthly cost.	partial

Growth ideas (opinion)

- **Put the receipt reminder where the credit is won or lost.** The Audit Report credit is applied by hand when the buyer sends the receipt, so repeat it on the Audit Report receipt and, if it is not already there, on the book.mdostal.com calendar page. [I] (includes client-provided values) Evidence: Part 1, Marketability, Pricing position and Client-provided inputs.
- **Shorten the route for buyers who prefer to write.** The /contact form is the alternative to the calendar and asks for several fields. Trim it to what is needed to reply, and keep a field for the Audit Report receipt so the credit can be claimed in the same message. [I] (includes client-provided values) Evidence: Part 1, Marketability, Pricing position and Client-provided inputs.
- **Turn the ROI calculator into a path, not a dead end.** It is linked from /fractional-cto and asks very little of the visitor. End its result with the matching priced offer (Technical Advisory or Fractional CTO) and the Audit Report, and show it on /pricing if it is not already there. [I] Evidence: Part 1, Marketability.
- **Reuse the YouTube library on the site.** The channel holds a large body of video against a small subscriber base, so embedding the most relevant videos on /fractional-cto, /smb and /enterprise puts that work in front of buyers who are already reading prices. [I] Evidence: Part 1, Marketability.
- **Check the listed profiles before anything new.** With small readable audiences of its own, Dostal Technology gets more reach from channels it is already on. Confirm the Toptal, TechCXO and Fractional Jobs profiles are complete, current and link to the booking calendar and /pricing. Once those are checked, consider FractionalExec as the next place to list. [I] Evidence: Part 1, Marketability.

- **Promote the existing /referral and /partners pages rather than building new ones.** Both already carry a booking call to action, so link them from client handover material and from /testimonials so that satisfied clients and partners meet them at the right moment. [I] Evidence: Part 1, Marketability.
- **Take the published client stories to ecosystem organisations.** Offer the case studies on /about as a story to Silicon Prairie News, a local news or media outlet, then as a member contribution to the Technology & Services Industry Association (TSIA), an industry association. This adds outside mentions to proof that today sits on the firm's own pages. [I] Evidence: Part 1, Marketability.
- **Ask quoted clients to repeat their words off the site.** Reviews a business publishes about itself cannot earn review stars. Invite the clients on /testimonials to post the same recommendation on the LinkedIn profile the site links, where a buyer checking outside the site would look. [I] Evidence: Part 1, Marketability.
- **Pair each buyer track's price with a matching case study.** Where a track page does not already show one, place a small-business, startup or enterprise client story from /about beside that track's offer, so proof sits next to the figure and the booking button. [I] Evidence: Part 1, Marketability and Pricing position.
- **Make the Audit Report hand off to the next step by track.** Because its cost comes off the first invoice, have the report delivery name the follow-on that fits the buyer (the Tech Checkup for startups, the Growth Checkup for small businesses) together with the credit. [I] (includes client-provided values) Evidence: Part 1, Marketability, Pricing position and Client-provided inputs.

Growth channels and partnerships

> VERDICT **Listed platforms first: check the profiles AI answers already point buyers to, then put the outside listings and referral programs to work; new listings wait.**

- **Check listed profiles.** Open the profiles on Toptal, TechCXO, Fractional Jobs and GoFractional first and confirm each is complete, current and links back to mdostal.com. [I]
- **Confirm outside listings.** Verify that The CTO Club and Listed Fractional listings are live, then name and link them on /affiliations as third-party proof. [I]
- **Name the first referrers.** List who should receive the Referral Program and Delivery Partners pages, asking Denton BBQ LLC, the partner the business named, first. [I]
- **New listings and organisations after.** FractionalExec, then Upwork, follow the profile check; Silicon Prairie News and the Technology & Services Industry Association (TSIA) are the organisations to approach first. [I]

Assessment

- **Channel priority for the next quarter (opinion): Listed platforms first; new listings wait** [I]: Work the platforms Dostal Technology is already listed on before anything new. Check the profiles on Toptal, TechCXO, Fractional Jobs and GoFractional first: unbranded AI answers already name those platforms, and no run checked whether the profiles are complete, current or link back to mdostal.com. Next, confirm the listings on The CTO Club and Listed Fractional and name the first referrers for the Referral Program and Delivery Partners pages. A new listing on FractionalExec waits until the listed profiles are checked. Evidence: Part 1, AI findability and Growth channels and partnerships.
- **Listed platform profiles (opinion): Unchecked: start with Toptal and TechCXO** [I]: Start with Toptal and TechCXO, then Fractional Jobs, GoFractional, Bolster, A.Team, Cerius Executives and Fractionus, the order in which unbranded AI answers name them most. Whether any profile is complete, current or links back to mdostal.com is not known, so the first step on each is to open it and check that it links back and matches the offers the site lists. Its /referral page describes the platforms it names there as ones "we already use to find

work", which is one more reason this check comes before anything new. Evidence: Part 1, AI findability and Growth channels and partnerships.

- **Outside directories that list it (opinion): Confirm them, then show them on the site** [I]: This run did not open the listings, so first confirm that The CTO Club and Listed Fractional listings are live, link to mdostal.com and describe the same services the site does. No own page read in this run names them, so name and link each on /affiliations once confirmed. Use The CTO Club's feature of Dostal Technology in its guide to fractional CTOs in Austin, as a public source reports it, as third-party proof on /fractional-cto and in the profiles on the listed platforms. The Listed Fractional listing, which a public source describes as a fractional CTO practice serving small businesses, fits beside the small business offers on /smb. Evidence: Part 1, Competitive landscape, Growth channels and partnerships, Local position, Market positioning, Financial posture and Marketability.
- **Platforms to list on next (opinion): FractionalExec, then Upwork, after the profile check** [I]: Once the listed profiles are checked, FractionalExec comes first. Upwork, a freelance platform, comes second because Google Gemini answers name it for AI consulting for small business, a search we tested. How either takes on a firm, and on what terms, is not in the evidence collected, so check that before applying. Evidence: Part 1, Growth channels and partnerships.
- **Referral and partner programs (opinion): Terms are set; the referrers are not yet named** [I]: Its /referral page offers "a 10% referral fee on signed engagements" for warm, direct introductions, within the period that page sets and only where the lead does not come through a platform the business already uses to find work. Its /partners page asks nearshore and offshore staffing and dev-shop firms to refer, co-sell or co-deliver alongside US-based fractional CTO leadership. Who the referrers are is not in the evidence collected, so the first step is to write down the first referrers by name and send each the page that fits, asking Denton BBQ LLC, the partner the business named, first. Where either page is linked from is also not known, so check that a referrer or partner firm can reach it from the site's main pages. Evidence: Part 1, Geographic scope, Growth channels and partnerships, Market positioning and SEO and structured data.
- **Ecosystem organisations (opinion): Approach Silicon Prairie News and TSIA first** [I]: Approach Silicon Prairie News, a local news or media outlet serving Omaha NE, and the Technology & Services Industry Association (TSIA), an industry association serving Omaha NE and Austin TX, first: this run opened and confirmed each page. What either offers is not in the evidence collected, so the first step is to check how a firm gets covered or takes part. Nebraska Business Development Center (NBDC), a small business development center, waits until its page is confirmed, since this run did not open it. Neither Omaha, NE nor Austin, TX is left without an organisation in the evidence collected. Evidence: Part 1, Growth channels and partnerships and Local position.

Pricing position

> VERDICT **Plans sit differently: Fractional CTO in the upper half of the rival leadership retainers charted, Technical Advisory in the lower half of the advisory plans, Advisory Partnership below every one.**

- **The leadership retainer must be chosen on scope.** Fractional CTO sits in the upper half of the rival leadership retainers charted, so /pricing and /fractional-cto need to let a buyer compare what a month includes. [I]
- **Advisory is where price helps.** On the advisory tier, Technical Advisory sits in the lower half of the rival advisory plans charted and the Advisory Partnership (small business) is below every one, so say on /who-we-help what each includes. [I]

- **One-off work differs offer by offer.** Each checkup is below every compared rival assessment, while the Architecture & Risk Audit faces lower-priced diagnostics from Tech Alchemy Consulting and Simply Semantics LLC and needs its deliverables spelled out. [I]
- **The credit offsets the hourly rate's position.** The hourly rate is above ValueStreamAI's and Christian Vismara's, so place the Audit Report credit beside the hourly prices on /who-we-help. [I]

Assessment

- **Fractional CTO against rival leadership retainers: in the upper half of the rival leadership retainers charted** [I]: Dostal Technology's Fractional CTO retainer sits in the upper half of the rival leadership retainers charted: 7 of the 10 rival plans charted are lower and 3 are higher. A buyer comparing plans will find more lower-priced named alternatives than dearer ones. The lower-priced ones include SaaSify Labs' Virtual CTO plan and Rob Weidner's engagement, and the dearer ones include Padiso's and Kompella Technologies' (all UNVERIFIED). The retainer therefore has to be chosen for scope and seniority, not on price. Rivals put their terms beside the price: Kompella Technologies prices by days per week and Rob Weidner asks for an initial commitment. Check that /pricing and /fractional-cto let a buyer make the same like-for-like read of what a month includes. For a buyer who hesitates at the retainer, keep Technical Advisory visible beside it on /fractional-cto as the business's own lower-commitment plan. Keep the Audit Report credit next to the price too, since what was paid for the report comes off the first invoice.
  Evidence: Part 1, Competitive landscape, Pricing position and Financial posture.
- **Advisory Partnership (small business) against rival advisory plans: below every one of the rival advisory plans charted** [I]: The Advisory Partnership (small business) is priced below each rival advisory plan charted: Rob Weidner's Technical Advisor, Padiso's advisory retainer and the Advisory tiers of Kompella Technologies and Airus Advisory (all UNVERIFIED). For a small-business buyer comparing monthly advisory, price is not the objection to answer. The question the gap raises is what the plan covers. The plan is listed for small business on /smb and /pricing, so the comparison that matters to its buyer is with the business's own Technical Advisory, not with rival plans. Keep the small-business label on it wherever it is listed. Say on /smb what it includes and when a client should move to Technical Advisory, so the lower price reads as a fit for that buyer and not as a discount on the same work. The placement gives no reason to lower the price.
  Evidence: Part 1, Competitive landscape, Pricing position, Financial posture and Marketability.
- **Technical Advisory against rival advisory plans: in the lower half of the rival advisory plans charted** [I]: On the advisory tier, 3 of the 4 rival plans charted are higher than Technical Advisory and 1 is lower. The lower one is Rob Weidner's Technical Advisor, and Technical Advisory sits inside that plan's band. Padiso's, Kompella Technologies' and Airus Advisory's advisory plans start higher (all UNVERIFIED). For a buyer comparing advisory plans, this is the retainer where Dostal Technology compares well on price. Use it that way on /fractional-cto and /who-we-help, where it is listed beside the leadership retainer: present Technical Advisory as the step before that retainer and say what changes between the two. Rob Weidner's plan is priced by session cadence, so against it the deciding point is what a month includes. Make sure the cadence and deliverables are stated beside the starting price. Evidence: Part 1, Competitive landscape, Pricing position, Financial posture and Marketability.
- **Checkups and audit against rival assessments: each checkup below every compared rival assessment; the Architecture & Risk Audit above Tech Alchemy Consulting's and Simply Semantics LLC's, below the rest** [I]: The way in is the Audit Report, priced on audit.mdostal.com and not collected in this run, so no offer on /pricing is called the business's lowest here. On /pricing, the Tech Checkup at $500 (Startup & Tech Growth track) and the Growth Checkup (small business) at $1,500 are each below every compared rival audit or assessment price. Neither needs defending on price; what a buyer needs is to see which track each is for. The Architecture & Risk Audit at $4,500 is the one a buyer will compare closely. It is above Tech Alchemy Consulting's Structural Clarity Diagnostic and Simply Semantics LLC's Discovery Audit / Technology Assessment.
  It is below the other compared assessments, from Truvisory, CIO Advise, Padiso and Kompella Technologies, and below Tech Alchemy Consulting's Tech Deep Dive (all UNVERIFIED). On /pricing, say what the audit delivers

that a working-session diagnostic does not, because that is the comparison where it is not the lower price. Evidence: Part 1, SEO and structured data, Pricing position, Competitive landscape and Market positioning.

- **Hourly rate: above ValueStreamAI's and Christian Vismara's hourly rates, level with CIO Advise's** [I]: The hourly rate is listed on /fractional-cto and, for Outside-Eyes Advisory (Enterprise track), on /who-we-help. Rival by rival, it is above ValueStreamAI's standalone paid advisory and above both hourly rates Christian Vismara - Fractional CTO & AI Builder lists. It is level with CIO Advise's assessment rate (all UNVERIFIED). An hourly buyer will therefore find lower listed rates, so hourly work is not where Dostal Technology wins a price comparison. Treat the rate as the price of open-ended senior time. Steer buyers who compare on price to the scoped checkups on /pricing, which compare better. The Audit Report credit also gives an hourly buyer a reason to start with the report, since what was paid for it comes off the first invoice. Evidence: Part 1, Pricing position and Marketability.
- **Audit Report credit (opinion): lowers the cost of starting, but is applied by hand** [I] (includes client-provided values): The credit is Confirmed and stated on /pricing: what a client paid for an Audit Report comes off the first invoice. It matters most beside the Fractional CTO retainer, which sits in the upper half of the rival leadership retainers charted. There it reduces what the first invoice costs a buyer who started with the report. Airus Advisory credits its Baseline diagnostic toward a later agreement (UNVERIFIED), so a buyer comparing the two will have met the mechanism before. The policy is published on /pricing, /audit-packet, /faq and llms.txt. This run holds no statement of it on /fractional-cto, /who-we-help or /how-we-work, which also list retainer prices; if it is missing there, add it beside the prices. The credit is taken off by hand when the client sends the receipt, with no automatic discount. Make sure the contact form and the booking page prompt for the receipt so the credit is not missed.
  Evidence: Part 1, Marketability, Pricing position, Client-provided inputs, Competitive landscape and Financial posture.
- **Where the business sits on price: mixed: no one position** [I]: Of the business's three own prices placed against the direct rivals' typical bands, one sits inside the band ("Technical Advisory"), one inside to above it ("Fractional CTO") and one below it ("Advisory Partnership (small business)"). Evidence: Part 1, Competitive landscape, Pricing position and Financial posture.
- **Typical monthly price among the rival leadership retainers charted: $6,000 to $12,000** [I]: One price per direct rival (its lowest listed plan of the tier, the bar Part 1 charts), from the middle of those bars, the lowest and highest quarter left out; plans of the other tier, plans for another role or market and prices not by the month are not counted. Evidence: Part 1, Pricing position and Competitive landscape.
- **Your "Fractional CTO" price against the rival leadership retainers charted (typical monthly band): inside to above** [I]: The business's own "Fractional CTO" price of $10,000 to $20,000 per month starts inside the typical monthly band of the rival leadership retainers charted, $6,000 to $12,000 and runs above its top. Evidence: Part 1, Competitive landscape, Pricing position and Financial posture.
- **Typical monthly price among the rival advisory plans charted: $3,500 to $10,000** [I]: One price per direct rival (its lowest listed plan of the tier, the bar Part 1 charts), from every one of those bars; plans of the other tier, plans for another role or market and prices not by the month are not counted. Evidence: Part 1, Competitive landscape, Pricing position and Market positioning.
- **Your "Advisory Partnership (small business)" price against the rival advisory plans charted (typical monthly band): below** [I]: The business's own "Advisory Partnership (small business)" price of $1,500 per month sits below the typical monthly band of the rival advisory plans charted, $3,500 to $10,000.
- **Your "Technical Advisory" price against the rival advisory plans charted (typical monthly band): inside** [I]: The business's own "Technical Advisory" price of $4,500 per month sits inside the typical monthly band of the rival advisory plans charted, $3,500 to $10,000.

Geographic scope

> VERDICT **Cautiously ready: delivery already reaches buyers nationwide, so widening means working the channels it already has, once client proof beyond Texas and its listed profiles are attended to.**

- **Delivery is not the constraint.** Remote-by-default work means every service can be sold to a buyer anywhere in the country without adding a place to work from. [I]
- **Proof sits in Texas.** The named case studies make the national claim concrete mainly for Texas buyers, so client work from elsewhere should go on /showcase as it completes. [I]

Assessment

- **Readiness to widen within its national market: cautiously ready** [I] (includes client-provided values): Dostal Technology is cautiously ready to widen within the national market it already sells in. The trigger is how it works: remote by default for clients nationwide, and in person in Omaha or Austin only when a client asks (Confirmed). We also read each of its services as delivered remotely [I], so reaching more buyers needs no new place. What keeps the call cautious is proof and channels:
  - **Client proof:** its case studies name clients in Royse City, TX, Rockwall, TX and Austin, TX [D], so a buyer elsewhere in the country sees client proof from Texas only.
  - **Programs:** its /referral page runs a direct referral program and its /partners page a Delivery Partners program, but beyond those pages' own word both remain UNVERIFIED.
  - **Listed profiles:** no run checked whether the profiles it is already listed on are complete, current or link back.
  - **Other firms:** Devantas and HyperNest Labs are described (UNVERIFIED) as selling fractional CTO work nationally from Omaha, NE and in Austin, TX, so proof, not reach, is what a buyer will compare.

  Nothing in the evidence supports a concrete trigger for a new region. The next scope is a channel. Concretely: 1. Check the profiles on Toptal, TechCXO and Fractional Jobs first. 2. Promote the /referral and /partners pages to the buyers and firms they are written for. 3. Add client work from outside Texas to /showcase as it completes. 4. Once the listed profiles are checked, a listing on FractionalExec follows.
  Evidence: Part 1, Geographic scope, Financial posture and Client-provided inputs.

Financial posture

> VERDICT **A newly started firm in build-out: it is growing its public presence through shipped work and published prices, with no sign of outside capital and little independently confirmed yet.**

- **Proof before scale.** The firm is putting its early effort into work buyers can inspect, open-source releases and published retainer prices, which suits a short track record. [I]
- **Capacity sets the pace.** With no outside capital in evidence, growth rests on the people its /team page names, while its pages address both Seed to Series B companies and small businesses. [I]
- **Outside confirmation is thin.** The listings on The CTO Club and Listed Fractional remain UNVERIFIED, so completing those profiles is the nearest way to have others back what its own pages say. [I]

Assessment

- **Strategic posture: early build-out, growing** [I] (includes client-provided values): Dostal Technology reads as a newly started firm in build-out, not one that is steady or contracting. Its effort is going into things a buyer can

inspect: retainer prices published on its /pricing page, and open-source work such as Rolodex and Mercatus Liber (those releases are UNVERIFIED). This suits a firm with a short track record, because checkable work stands in for the client history it has not yet had time to build. Nothing in the evidence collected shows outside capital; the funding-stage language on its pages describes its buyers. Growth therefore rests on the capacity of the people its /team page names.
The main strategic risk is breadth: its pages address Seed to Series B companies on /fractional-cto and small businesses on /smb at the same time, which is a lot of ground for a small named team. Outside confirmation is still thin. The listings on The CTO Club and Listed Fractional, both growth channels, are UNVERIFIED, so completing those profiles is the nearest step to having others back what its own pages say. Public signals are not financials, so this is a reading of direction, not of revenue.
Evidence: Part 1, AI findability, Geographic scope, Financial posture, Client-provided inputs, Competitive landscape and Pricing position.

Moat and runway

> VERDICT **A thin moat and an unproven runway: clear prices and broad services set it apart, but reviews, rankings and a visible pipeline are still to be built.**

- **Published prices, broad services.** Its /pricing page states prices where several direct rivals publish none, and no competitor placed covers every service it sells. [I]
- **Little that is hard to copy yet.** Outside recognition is early and unverified, and it shows in search for a specific edge AI and agentic AI query but not in the top results for the broader ones checked. [I]
- **Lean, with demand unshown.** No revenue or client figure was found, so the runway reading rests on a small named team, recurring offers and thin search discovery. [I]
- **Channels carry the pipeline.** Check the profiles it is already listed on, starting with Toptal and TechCXO, before any new listing. [I]

Assessment

- **Moat (opinion): thin** [I]: In our opinion Dostal Technology's protection is thin: it has real points of difference, but few that a rival could not match with effort. Its /pricing page states prices outright for its Architecture & Risk Audit, Technical Advisory and Fractional CTO offers, while direct rivals such as Particle41, Kris Chase and CTO.LA publish none (UNVERIFIED). Its site sells across Enterprise, Small Business and Startup & Tech Growth tracks, and no competitor placed on the positioning map covers every one of its services. It also sells an Audit Report on a client's site and online presence and publishes live public utilities at tools.mdostal.com. Dostal Technology released Rolodex and deployed Mercatus Liber as open-source projects (UNVERIFIED), which point to technical depth. What is missing is the slow-to-build kind of protection. Outside recognition is early: The CTO Club featured Dostal Technology in its Austin fractional CTO guide and Listed Fractional lists it (both UNVERIFIED). In search it appears near the top of Brave results for 'fractional CTO with edge AI and agentic AI experience', but not in the top results for 'fractional CTO Omaha', 'fractional CTO for small business' or 'AI consultant for small business in Nebraska' (UNVERIFIED). Among substitutes, the report's white-space table has CEO Sidekick occupying the self-serve, low-price corner for technical advisory and strategic sprints. Published prices and breadth are advantages a rival can copy by choosing to. Reviews, rankings and a longer record on outside lists would thicken the moat, and those take time. Evidence: Part 1, Competitive landscape, Market positioning, Pricing position and Financial posture.
- **Runway (opinion): stable on cost, unproven on demand** [I]: This run holds no revenue, client count or cash figure for Dostal Technology, so this opinion rests on indirect signals and carries low confidence. The funding language on its pages describes its buyers' stages (Seed to Series B companies, a Series A ahead), not money

raised by the firm. On cost it looks lean: it works from Omaha, NE and Austin, TX with no storefront, and its team page names Mathew Dostal and Don Matthews.
On revenue shape, its /pricing page lists one-off work (the Architecture & Risk Audit) beside recurring monthly offers (Technical Advisory and Fractional CTO), each with a published price, so a few retainers could carry a team of that size. Outside sources report rising demand for fractional and interim executives, and small businesses wanting more help implementing AI (both UNVERIFIED). The weak point is how buyers find it.
It appears in Brave results for 'fractional CTO with edge AI and agentic AI experience', but not in the top results for 'fractional CTO Omaha', 'fractional CTO for small business', 'fixed-price tech stack audit' or 'affordable fractional CTO for a seed-stage startup in the Midwest' (UNVERIFIED). That leaves the pipeline resting on the marketplaces and networks it is listed on, and no run checked whether those profiles are complete, current or link back. Checking them comes first, starting with Toptal and TechCXO; a new listing, FractionalExec first, follows once that check is done.
In our view it can keep operating as it is, but nothing here shows that demand is yet reaching it steadily.
Evidence: Part 1, Financial posture, Competitive landscape, Market positioning and Pricing position.

Local position

> VERDICT **Footing in Omaha, NE and Austin, TX is weak on the pages checked; for a national firm that is a thin beachhead, not a market problem.**

- **Beachhead, not market.** The Omaha, NE searches and chamber pages measure footing in a place the firm works from, so the weak result says little about how national buyers find it. [I]
- **No gap, and no opening.** The checked organisation pages list neither Dostal Technology nor the compared firms (UNVERIFIED), so the absence is neither lost ground nor evidence of an opening. [I]
- **Austin, TX signal needs confirming.** The CTO Club and Listed Fractional mentions are UNVERIFIED, so open both pages and confirm the listings are live before leaning on them. [I]
- **Start with Silicon Prairie News.** Approach Silicon Prairie News first and the Technology & Services Industry Association (TSIA) second; the Nebraska Business Development Center (NBDC) waits until its page is confirmed. [I]

Assessment

- **Presence where it works from: weak on the pages checked** [I]: Dostal Technology works from Omaha, NE and Austin, TX, and its footing in both is weak on what this run checked. Its buyers are anywhere in a national market, so this is a thin beachhead, not a loss of reach. On the Omaha, NE side, neither the place-qualified searches nor the chamber and association pages fetched show the firm, and each absence holds only for the page fetched. On the Austin, TX side, the only signal is its inclusion on The CTO Club and Listed Fractional, both UNVERIFIED; they agree with the record but are not yet confirmed footing.
  The check found no organisation page that lists compared firms without Dostal Technology (UNVERIFIED), so nothing here shows it behind anyone, and nothing shows an opening either. The practical step is to turn the beachheads into named, checkable mentions. Open The CTO Club and Listed Fractional pages to confirm the listings are live. Then approach Silicon Prairie News, a local news or media outlet, first, and the Technology & Services Industry Association (TSIA), an industry association, second. The Nebraska Business Development Center (NBDC) waits until its page has been opened and confirmed.
  Evidence: Part 1, Local position.

What you said vs what we found

> VERDICT **Your stated policy ("The Audit Report is credited toward the first engagement"): confirmed.**

- **Your stated policy ("The Audit Report is credited toward the first engagement").** Supported by its own /pricing page, which says what a client paid for an Audit Report comes off their first invoice, and its /audit-packet page states the same term. [I]
- **Your stated position.** GoFractional's guide presents Toptal and Bolster as places buyers hire fractional CTOs through, and The CTO Club and Listed Fractional (both UNVERIFIED) list Dostal Technology itself, which is how a sales channel works. [I]

What you said vs what we found (Judgment: automated; verify before quoting)

What you said	What we found	Verdict
The Audit Report is credited toward the first engagement, so it is not a sunk cost. (client-provided)	Supported by its own /pricing page, which says what a client paid for an Audit Report comes off their first invoice, and its /audit-packet page states the same term.	confirmed
The business considers the fractional-executive and consulting platforms and networks it is listed on or semi-partnered with to be sales channels and not competitors. (client-provided)	GoFractional's guide presents Toptal and Bolster as places buyers hire fractional CTOs through, and The CTO Club and Listed Fractional (both UNVERIFIED) list Dostal Technology itself, which is how a sales channel works.	confirmed

Client-provided inputs used in this section. Notes, provided by the buyer: Audit Report credit toward services; Platforms and networks. Audit Report credit toward services: also stated on its /pricing page [D] ("What a client paid for an Audit Report comes off their first invoice for Dostal Technology services."); the rest of that input is confirmed by the business and not independently verified by this report.

Action plan

JUDGMENT: the top eight changes of this report as a week-by-week plan. Week one starts when the report is delivered. Each change states its KPI, its target and when the KPI is checked, then lists its steps; the "See" column names the section that holds its evidence.

#		Action	Owner	When	See
1.	☐	**Check and complete the profiles on Toptal, TechCXO, Fractional Jobs and GoFractional.** KPI: Unbranded AI answers naming Dostal Technology, all engines queried. Target: All four profiles checked and linked within thirty days; the firm named in at least some unbranded fractional CTO answers at the next audit. KPI check: the end of week four. 1. Check and complete the profiles AI answers already name, starting with Toptal, TechCXO and Fractional Jobs. 2. Open profiles on FractionalExec, Upwork, GigX and Scalable Path once the listed profiles are checked: AI answers name them and no listing of the business there is recorded.	Owner	Week one	Growth channels and partnerships, Part 1 page 26

#		Action	Owner	When	See
2.	☐	**Give the Audit Report the same prominence as "Book a Call" on the homepage.** KPI: First call to action on the homepage (/). Target: The Audit Report offered beside it with equal prominence within thirty days. KPI check: the end of week four. 1. Show the Audit Report beside the call button.	Owner	Week one	Marketability, Part 1 page 24
3.	☐	**Put "AI consultant for small business" and "tech stack audit" into existing page titles.** KPI: Brave Search position for "AI consultant for small business in Nebraska". Target: Among the returned results within ninety days of the title edits. KPI check: the end of week twelve. 1. Edit the /smb title and meta description and the /enterprise/audit or /tech-checkup title to use the phrases.	Web developer	Week one	AI findability, Part 1 page 14; SEO and structured data, Part 1 page 11
4.	☐	**Harden the site, starting with email.** KPI: DMARC policy for mdostal.com. Target: Quarantine or reject once legitimate mail is confirmed to pass, within sixty days. KPI check: the end of week eight. 1. Publish an apex SPF record (mdostal.com has none). 2. Add a DMARC reporting address before moving the policy off p=none.	Web developer	Week one	Security and privacy, Part 1 page 8
5.	☐	**Confirm The CTO Club and Listed Fractional listings and show them on the site.** KPI: Sources Perplexity cites for "What is mdostal.com?". Target: Both listings confirmed and linked within thirty days; at least one third-party source cited at the next audit. KPI check: the end of week four. 1. Confirm the listings public sources report on The CTO Club and Listed Fractional, and name them on the site.	Owner	Weeks two to four	Growth channels and partnerships, Part 1 page 26
6.	☐	**Brand the firm, not an individual, in page titles and /llms.txt.** KPI: Brand-question AI answers that described a namesake. Target: No namesake answers at the next audit, within ninety days. KPI check: the end of week twelve. 1. Brand the firm, not an individual, in the titles of /about, /blog, /resume and /sponsors, and in /llms.txt.	Web developer	Weeks two to four	AI findability, Part 1 page 14; SEO and structured data, Part 1 page 11
7.	☐	**Pitch the published client stories to Silicon Prairie News.** KPI: Sources ChatGPT cites for "What is Dostal Technology?". Target: At least one third-party source cited at the next audit, within six months. KPI check: the end of week twelve, and again at the target date. 1. Offer the client case studies on /about as a story to Silicon Prairie News, a local news or media outlet.	Owner	Weeks two to four	AI findability, Part 1 page 14
8.	☐	**Cut the site's own script work on the mobile homepage and /contact.** KPI: Homepage (/) performance score, mobile. Target: Raise the mobile score from its current 76 to 90 or higher, Lighthouse's top band, within sixty days. KPI check: the end of week eight. 1. Split or defer the largest script chunk on each page, then retest several times, because the mobile homepage results varied between runs.	Web developer	Weeks five to eight	Performance, Part 1 page 6

Methods: evidence tags and labels

This report audits mdostal.com.

Tag	Meaning	Claims
[D]	Fetched directly: we requested the public page or file and read the value from the response.	666
[G]	AI-grounded: an AI model with web search returned it; we did not open the source it cited.	540
[PW]	Playwright: observed in a scripted real-browser session on the public site.	21
[LH]	Lighthouse: measured by Google Lighthouse; a score is the median of repeated runs, with the range kept.	109
[HDR]	HTTP headers: read from the response headers the server sent.	19
[DNS]	DNS: read from the public DNS records for the domain.	6
[I]	Inferred: reasoned from other evidence cited in this report rather than observed directly.	197
[L]	Local search: observed on local, maps or search-results pages.	8

Label	Meaning	Items
UNVERIFIED	Reported as found but not independently confirmed; treat it as a lead, not a fact. Listed in the unverified index when the text cites it.	357
INFERENCE	A conclusion drawn from the cited evidence, not a direct observation.	1
JUDGMENT	Our assessment of what the evidence means. It sits in Part 2, apart from the facts.	162
OPINION	Our view or recommendation, not a fact. It sits in Part 2, apart from the facts.	22
OBSERVED	Seen at the time of observation; it may have changed since.	1020
UNKNOWN	We could not determine it from public sources.	4

Label	Meaning	Claims
client-provided	Supplied by the business itself (optional data it chose to add) and confirmed by the business; not independently verified by this report.	23

Client-provided inputs

The business chose to add the data below. Every value taken from it is labelled client-provided: confirmed by the business, not independently verified by this report.

Input	Kind	Provided by	Used in
How the business operates	Notes	The business	Financial posture, Client-provided inputs, Executive summary
Operating places and sites	Notes	The business	AI findability, Geographic scope, Financial posture, Client-provided inputs, Executive summary, Growth channels and partnerships
Audit Report credit toward services	Notes	The business	Marketability, Pricing position, Client-provided inputs, Executive summary, What you said vs what we found
Platforms and networks	Notes	The business	Growth channels and partnerships, What you said vs what we found

Not provided (optional):

- **Analytics export**: improves which pages and channels actually bring visitors and conversions, not only what is installed.
- **Ad account export**: improves what paid search and social spend returns, and where budget is wasted.
- **Pricing sheet**: improves a pricing position built on your real prices rather than the ones published on the site.
- **Customer numbers**: improves retention and satisfaction read directly, independent of review-site sampling.
- **Goals**: improves findability and growth recommendations aimed at the outcomes you want.
- **Queries you want to be found for**: improves AI and search findability measured on the queries that matter to you.
- **Document**: improves any other facts about the business, extracted and labelled as client-provided.

Human check: names, tiers and prices (71)

These 71 unverified names, tier names or prices the text cites (20 names, 4 tier names, 47 prices) are listed below, each with a box to tick; 66 of them also give the page they were read on. Some stand for more than one claim (75 in all), which is how the lists further down count them. 127 more appear only in tables and charts and are not listed. Check each before relying on it; none is a confirmed fact.

UNVERIFIED ☐ Name to check · Competitive landscape: CEO Sidekick is a competitor named by public sources. [G] Not independently confirmed. Check: ceosidekick.biz

UNVERIFIED ☐ Name to check · Competitive landscape, Pricing position: Kompella Technologies is a competitor named by public sources. [G] Not independently confirmed. Check: kompella.io/services/fractional-cto

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position, Executive summary: Kompella Technologies prices its 2 days per week Fractional tier for fractional CTO, CPO, and Chief AI Officer leadership at $15,000 USD per month on a month-to-month basis. [G] Not independently confirmed. Check: kompella.io/services/fractional-cto

UNVERIFIED ☐ Price to check · Competitive landscape, Market positioning, Pricing position: Kompella Technologies' lowest listed monthly price is "Advisory" at $8000 per month on kompella.io/services/fractional-cto. [D] Read on its source; not yet checked by a person. (stated in 2 places in this report) Check: kompella.io/services/fractional-cto

UNVERIFIED ☐ Name to check · Competitive landscape, Pricing position, Executive summary: Tech Alchemy Consulting is a competitor named by public sources. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/fractional-cto-services

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Tech Alchemy Consulting prices its Fractional CTO Leadership tier from $5,000 to $25,000 USD per month, starting at $5,000 USD per month. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/pricing

UNVERIFIED ☐ Name to check · Competitive landscape, Executive summary: AICA is a competitor named by public sources. [G] Not independently confirmed.

UNVERIFIED ☐ Name to check · Competitive landscape, Executive summary: Keynetica Consulting is a competitor named by public sources. [G] Not independently confirmed. Check: www.keynetica.com/fcto.html

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Padiso lists its Fractional CTO embedded leadership (two to four days a week) starting from US$12,000 per month on its US service pages. [G] Not independently confirmed. Check: www.padiso.co/cto-advisory-austin

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Padiso lists its Advisory retainer starting from US$6,000 per month on its US service pages. [G] Not independently confirmed. Check: www.padiso.co/cto-advisory-austin

UNVERIFIED ☐ Name to check · Competitive landscape, Executive summary: Shawn Hartley is a competitor named by public sources. [G] Not independently confirmed. Check: shawnhartley.com/services/fractional-leadership

UNVERIFIED ☐ Price to check · Competitive landscape, Market positioning, Pricing position: Airus Advisory lists "Advisory" at $10000 per month on airusadvisory.com/pricing. [D] Read on its source; not yet checked by a person. (stated in 2 places in this report) Check: airusadvisory.com/pricing

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Truvisory prices its capped-hours monthly Embedded Fractional CTO / AI Lead engagement (Package C) starting at $6,000 per month (ranging from $6,000 to $25,000+ per month). [G] Not independently confirmed. Check: truvisory.com/commercial

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Christian Vismara lists monthly fractional CTO retainers at $6,000 to $12,000 per month for 10 to 20 hours per week. [G] Not independently confirmed. Check: christianvismara.com/fractional-cto-cost

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: ibute states on its fractional CTO service and cost guide pages that its fractional CTO monthly retainers through Austin, TX start at $6,000 per month (ranging from $6,000 to $15,000 per month). [G] Not independently confirmed. Check: ibute.tech

UNVERIFIED ☐ Price to check · Competitive landscape: SaaSify Labs lists "Virtual CTO" at $2500 per month on saasifylabs.com/pricing. [D] Read on its source; not yet checked by a person. (stated in 2 places in this report) Check: saasifylabs.com/pricing

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Rob Weidner (robweidner.com) lists its Fractional CTO engagement at $9,500 per month with a three-month initial commitment. [G] Not independently confirmed. Check: robweidner.com/cto

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Rob Weidner states on his website that his Technical Advisor engagement is priced from $3,500 per month (for 1 monthly session plus limited async support) up to $5,500 per month depending on cadence. [G] Not independently confirmed. Check: robweidner.com

UNVERIFIED ☐ Name to check · Competitive landscape, Pricing position: The business record lists HyperNest Labs as a competitor. [I] Not independently confirmed. This report holds no page address for it.

UNVERIFIED ☐ Name to check · Competitive landscape, Executive summary: The business record lists Devantas as a competitor. [I] Not independently confirmed. This report holds no page address for it.

UNVERIFIED ☐ Name to check · Competitive landscape, Pricing position, Executive summary: The business record lists Ascend Technology Group as a competitor. [I] Not independently confirmed. This report holds no page address for it.

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Tech Alchemy Consulting prices its Technical Engagements tier (hands-on fractional engineering and infrastructure leadership) from $3,000 to $8,000 USD per month or fixed-scope, starting at $3,000 USD. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/pricing

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Airus Advisory lists its Accounting Infrastructure monthly retainer from $1,500 to $3,500 per month. [G] Not independently confirmed. Check: airusadvisory.com/pricing

UNVERIFIED ☐ Price to check · Competitive landscape, Pricing position: Tech Alchemy Consulting listed "Executive Advisory" at $150 until at least 2026-03-08 (Internet Archive, web.archive.org/web/20260308022709/https://www.techalchemyc...); its current page (www.techalchemyconsulting.com/pricing, fetched 2026-11-16) does not list it. [D] Read on its source; not yet checked by a person. Check: web.archive.org/web/20260308022709/https://www.techalchemyc...

UNVERIFIED ☐ Name to check · Competitive landscape, Growth channels and partnerships, Local position, Executive summary: On November 4, 2026, The CTO Club featured Dostal Technology at #2 in its 'Top 7 Fractional CTOs in Austin' guide (in both English and Spanish editions), highlighting its focus on Fractional CTO, Enterprise Architecture, Agentic AI, Software Engineering, and Product Development; the source names its founder Mathew Dostal. [G] Not independently confirmed. Check: thectoclub.com/strategy-innovation/fractional-ctos-austin

UNVERIFIED ☐ Tier name to check · Competitive landscape: Tech Alchemy Consulting offers the 'Diagnose — Structural Clarity Diagnostic' tier ($1,995 USD flat) featuring a 90-minute working session and written decision path delivered within 48 hours. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/pricing

UNVERIFIED ☐ Tier name to check · Competitive landscape: Tech Alchemy Consulting offers the 'Lead — Fractional CTO Leadership' tier ($5,000–$25,000 USD/month) providing sustained executive technology leadership, clear ownership and governance, and decision support for boards and executives. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/pricing

UNVERIFIED ☐ Tier name to check · Competitive landscape: Truvisory offers Package A: AI Audit & Roadmap, a 2-week fixed-scope engagement from $5,000 to $30,000 covering a process audit across sales, ops, and CX, a prioritized AI/automation backlog, ROI sizing, reference architecture, and build-buy-partner recommendations. [G] Not independently confirmed. Check: truvisory.com/commercial

UNVERIFIED ☐ Tier name to check · Competitive landscape: Truvisory offers an Embedded Fractional CTO / AI Lead month-to-month capped-hours arrangement (which doubles as a Fractional CAIO) ranging from $6,000 to $25,000+ per month with no equity required. [G] Not independently confirmed. Check: truvisory.com/fractional-cto

UNVERIFIED ☐ Name to check · Competitive landscape: Ascend Technology Group: rated 5 stars from 135 Google reviews on its Google Maps listing (Places API). [L] Not independently confirmed. Check: www.google.com/maps/place

UNVERIFIED ☐ Price to check · Competitive landscape: CEO Sidekick's lowest listed monthly price is "PowerUser" at $29 per month on ceosidekick.biz. [D] Read on its source; not yet checked by a person. Check: ceosidekick.biz

UNVERIFIED ☐ Name to check · Market positioning: Tracxn profiles a deadpooled company also named Dostal Technology, founded in 2009 and based in Bergama, Turkey, that operated as a manufacturer of wind energy towers and turbines. [G] Not independently confirmed. Check: tracxn.com/d/companies/dostal-technology/__q9RXY-ZFpW9aFK8U...

UNVERIFIED ☐ Name to check · Market positioning: Dostal Consulting LLC (dostalconsultingllc.com) is an unrelated construction project problem-solving and preconstruction consulting practice in California; the source names its founder. [G] Not independently confirmed. Check: dostalconsultingllc.com

UNVERIFIED ☐ Name to check · Market positioning: Dostal Consulting Group (dostalconsultinggroup.com) is an unrelated face-to-face sales consulting firm that represents large businesses to small and medium-sized business owners. [G] Not independently confirmed. Check: dostalconsultinggroup.com/sales-consulting

UNVERIFIED ☐ Price to check · Market positioning: Sageplan Technology Consulting's lowest listed monthly price is "Protect Maintain" at $75 per user per month on sageplan.com. [D] Read on its source; not yet checked by a person. Check: sageplan.com

UNVERIFIED ☐ Name to check · Growth channels and partnerships, Executive summary: FractionalExec is a marketplace named by public sources. [G] Not independently confirmed. Check: fractionalexec.com/fractional/cto/omaha

UNVERIFIED ☐ Name to check · Growth channels and partnerships: Scalable Path is a marketplace named by public sources. [G] Not independently confirmed. Check: www.scalablepath.com/technical-leadership

UNVERIFIED ☐ Name to check · Growth channels and partnerships: GigX is a marketplace named by public sources. [G] Not independently confirmed. Check: fractionus.com/blog/go-fractional-alternatives

UNVERIFIED ☐ Name to check · Growth channels and partnerships: Upwork is a freelance platform named by public sources. [G] Not independently confirmed. Check: www.upwork.com/hire/fractional-cto

UNVERIFIED ☐ Name to check · Growth channels and partnerships: Arc.dev is a marketplace named by public sources. [G] Not independently confirmed. Check: arc.dev/hire-developers/fractional-ctos

UNVERIFIED ☐ Name to check · Growth channels and partnerships: Nebraska Business Development Center (NBDC) is a small business development center named by public sources. [G] Not independently confirmed. Check: www.unomaha.edu/nebraska-business-development-center/index....

UNVERIFIED ☐ Price to check · Pricing position: Rob Weidner states on his website that his Technical Advisor engagement reaches $5,500 per month at the high end of the cadence band (2 × 90-minute sessions per month plus scoped async support and written decision briefs). [G] Not independently confirmed. Check: robweidner.com

UNVERIFIED ☐ Price to check · Pricing position: Listed monthly-retainer-minimum prices across 2 competitors range from $2500 to $8000. [G] Worked out from figures shown elsewhere in this report, not read on a source of its own. Check the figures it is calculated from.

UNVERIFIED ☐ Price to check · Pricing position: ibute states on its fractional CTO service and cost guide pages that its fractional CTO monthly retainers through its Lahore hub start at $3,500 per month (ranging from $3,500 to $9,000 per month). [G] Not independently confirmed. Check: ibute.tech

UNVERIFIED ☐ Price to check · Pricing position: Kompella Technologies prices its Fractional CPO Fractional tier at $14,000 per month for 2 days a week. [G] Not independently confirmed. Check: kompella.io/thinking/fractional-cpo-cost

UNVERIFIED ☐ Price to check · Pricing position: Airus Advisory lists its Fractional CFO monthly retainer from $3,500 to $7,500 per month. [G] Not independently confirmed. Check: airusadvisory.com/pricing

UNVERIFIED ☐ Price to check · Pricing position: Padiso lists its Platform Development / Enterprise Architecture service starting from US$10,000 or from US$12,000 per month embedded. [G] Not independently confirmed. Check: www.padiso.co/locations/usa

UNVERIFIED ☐ Price to check · Pricing position: ValueStreamAI's lowest listed monthly price is "ValueStreamAI retainer" at $1500 per month on valuestreamai.com/pricing. [D] Read on its source; not yet checked by a person. Check: valuestreamai.com/pricing

UNVERIFIED ☐ Price to check · Pricing position: ibute lists its Fractional CTO retainer for 2 days a week at $11,000 USD per month when contracted through its Austin, TX office; the source names its founder. [G] Not independently confirmed. Check: ibute.tech/blog/fractional-cto-cost

UNVERIFIED ☐ Price to check · Pricing position: Kompella Technologies prices its 3 or more days per week Embedded tier for fractional CTO, CPO, and Chief AI Officer leadership at $25,000 USD per month on a month-to-month basis. [G] Not independently confirmed. Check: kompella.io/services/fractional-cto

UNVERIFIED ☐ Price to check · Pricing position: Airus Advisory prices its Executive fractional retainer tier at $25,000 per month with a 6-month minimum for day-to-day leadership reporting to the executive team or board. [G] Not independently confirmed. Check: www.airusadvisory.com

UNVERIFIED ☐ Price to check · Pricing position: Tech Alchemy Consulting prices its Structural Clarity Diagnostic (a 90-minute executive working session with pre-session intake and a written summary within 48 hours) at a flat fee of $1,995 USD. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/pricing

UNVERIFIED ☐ Price to check · Pricing position: Tech Alchemy Consulting prices its Tech Deep Dive (a three-day fixed-scope intensive for founders) at $15,000 USD. [G] Not independently confirmed. Check: www.techalchemyconsulting.com/pricing

UNVERIFIED ☐ Price to check · Pricing position: Truvisory prices its 2-week fixed-scope AI Audit & Roadmap (Package A) starting at $5,000 (in a $5,000 to $30,000 fixed band). [G] Not independently confirmed. Check: truvisory.com/commercial/field-service

UNVERIFIED ☐ Price to check · Pricing position: ValueStreamAI prices standalone paid advisory (for work it is not building) starting at $150 per hour. [G] Not independently confirmed. (stated in 2 places in this report) Check: valuestreamai.com/pricing

UNVERIFIED ☐ Price to check · Pricing position: Kompella Technologies states that its technical due diligence is priced from $15,000 to $75,000 over 2 to 8 weeks. [G] Not independently confirmed. Check: kompella.io/thinking/fractional-cto-cost-guide

UNVERIFIED ☐ Price to check · Pricing position: Kompella Technologies states that the upper end of its technical due diligence pricing range is $75,000 over 2 to 8 weeks. [G] Not independently confirmed. Check: kompella.io/thinking/fractional-cto-cost-guide

UNVERIFIED ☐ Price to check · Pricing position: Padiso lists its Technical Due Diligence two-week fixed-fee diagnostic starting from US$10,000 on its US service pages. [G] Not independently confirmed. Check: www.padiso.co/cto-advisory-austin

UNVERIFIED ☐ Price to check · Pricing position: Simply Semantics LLC prices its 2–3 week Discovery Audit / Technology Assessment at a fixed fee of $2,500 to $5,500 depending on company size and complexity. [G] Not independently confirmed. Check: simplysemantics.com/cto-advisory-smb.html

UNVERIFIED ☐ Price to check · Pricing position: Simply Semantics LLC prices the upper bound of its 2–3 week Discovery Audit / Technology Assessment at $5,500. [G] Not independently confirmed. Check: simplysemantics.com/cto-advisory-smb.html

UNVERIFIED ☐ Price to check · Pricing position: CIO Advise bills its AI Compliance Assessment time-and-materials work at $250 per hour against approved Azure DevOps work items. [G] Not independently confirmed. Check: cioadvise.ai/assessments/cybersecurity-ai-risk-governance

UNVERIFIED ☐ Price to check · Pricing position: CIO Advise lists an estimated range of $5,000 to $8,000 with a not-to-exceed (NTE) cap of $9,200 for Phase 1 (Regulatory Landscape) of its AI Compliance Assessment. [G] Not independently confirmed. Check: cioadvise.ai/assessments/cybersecurity-ai-risk-governance

UNVERIFIED ☐ Price to check · Pricing position: CIO Advise lists an estimated range of $5,000 to $7,500 with a not-to-exceed (NTE) cap of $8,625 for Phase 2 (Maturity Assessment) of its AI Compliance Assessment. [G] Not independently confirmed. Check: cioadvise.ai/assessments/cybersecurity-ai-risk-governance

UNVERIFIED ☐ Price to check · Pricing position: CIO Advise lists a committed total estimated range of $10,000 to $15,500 with a not-to-exceed (NTE) cap of $17,825 for Phases 1 and 2 of its AI Compliance Assessment. [G] Not independently confirmed. Check: cioadvise.ai/assessments/cybersecurity-ai-risk-governance

UNVERIFIED ☐ Price to check · Pricing position: CIO Advise lists an optional Phase 3 (Roadmap) estimated range of $3,000 to $5,000 with a not-to-exceed (NTE) cap of $5,750 for its AI Compliance Assessment. [G] Not independently confirmed. Check: cioadvise.ai/assessments/cybersecurity-ai-risk-governance

UNVERIFIED ☐ Price to check · Pricing position: Airus Advisory offers a fixed-fee Baseline diagnostic priced at $2,500, which is credited toward a build agreement signed within 30 days. [G] Not independently confirmed. Check: www.airusadvisory.com

UNVERIFIED ☐ Price to check · Pricing position: Christian Vismara charges $150 to $200 per hour for fractional CTO and CTO-level strategy work. [G] Not independently confirmed. Check: christianvismara.com/fractional-cto-cost

UNVERIFIED ☐ Price to check · Pricing position: Christian Vismara charges $120 to $175 per hour for AI development work. [G] Not independently confirmed. Check: christianvismara.com/fractional-cto-cost

UNVERIFIED ☐ Price to check · Pricing position, Executive summary: Kompella Technologies lists "Fractional" at $15000 per month on kompella.io/services/fractional-cto. [D] Read on its source; not yet checked by a person. Check: kompella.io/services/fractional-cto

UNVERIFIED ☐ Price to check · Pricing position: HyperNest Labs states that its hourly pricing for founding engineers and fractional CTO engagements typically starts at $150 per hour. [G] Not independently confirmed. Check: hypernestlabs.com/compare/terminal-io

UNVERIFIED ☐ Price to check · Pricing position: HyperNest Labs states that its hourly pricing for founding engineers and fractional CTO engagements typically ranges up to $250 per hour. [G] Not independently confirmed. Check: hypernestlabs.com/compare/terminal-io

Unverified items

8. Competitive landscape (61)

UNVERIFIED Competitive landscape, Market positioning: Kompella Technologies positions itself as an AI-first fractional CTO and CPO firm composed of a curated group of senior operators (not a staffing bench) who embed directly into client teams, build with AI-native engineering practices, and follow a 'Build to Transfer' philosophy. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Devantas is headquartered at 3610 N. 163rd Plaza, Suite 101, Omaha, Nebraska 68116, and operates on a national / remote basis serving clients across Nebraska, the United States, and internationally. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Shawn Hartley (operating as Shawn Hartley Digital Marketing) provides fractional CMO and CTO leadership, digital marketing strategy, website development, SEO, lead generation, and marketing automation and AI integration. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Shawn Hartley is based in Omaha, Nebraska and operates on a national / remote basis across the United States while also meeting in person with local businesses across the Omaha metro area (including West Omaha, downtown, and Bellevue). [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Ascend Technology Group provides managed IT services, co-managed IT services, cybersecurity, cloud services, and fractional IT leadership / strategic technology consulting; the source names its founder. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Ascend Technology Group is headquartered at 11510 Blondo St STE 102, Omaha, NE 68164, serving Omaha, Lincoln, and Council Bluffs locally as well as working nationally across 15 states. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Tech Alchemy Consulting provides Fractional CTO leadership, hands-on infrastructure and architecture technical engagements, executive diagnostic sessions (Structural Clarity Diagnostic and Tech Deep Dive), and emergency crisis response (CRITSIT); the source names its founder. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Tech Alchemy Consulting is based in Austin, Texas at 13740 N Highway 183, STE L2, Austin, TX 78750, serving clients locally in Austin and remotely nationwide. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Kris Chase provides fractional and interim CTO services, AI and agentic engineering enablement, technical due diligence, CTO advisory, and 90-day engineering turnarounds across SaaS, web, and mobile platforms. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Rob Weidner (robweidner.com) is based in Austin, Texas, and operates on a national / remote basis, stating on its Contact page that it works with teams across the US, remote first, and on site when it matters. [G] Not independently confirmed.

UNVERIFIED Competitive landscape, Market positioning, Executive summary: Devantas does not list public dollar prices on its website, stating that retainers are priced by the hours needed per month or as a scoped project build and cost a fraction of a full-time executive salary. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Keynetica Consulting does not list public prices on its website for its Fractional CTO services, AI Profit Roadmap, or CRM/ERP integration engagements. [G] Not independently confirmed.

UNVERIFIED Competitive landscape, Market positioning, Moat and runway: Kris Chase does not list fixed dollar prices on krischase.com, stating in the FAQ that scope, cadence, and pricing are provided in a short written proposal after an introductory note or 20-minute intro call. [G] Not independently confirmed.

UNVERIFIED Competitive landscape, Market positioning: Moon Sherpa does not list public prices on its website, stating that it prices engagements against a defined, written scope and deliverables agreed in a proposal before implementation begins. [G] Not independently confirmed.

UNVERIFIED Competitive landscape, Market positioning, Moat and runway: Dostal Technology (mdostal.com) does not appear in top public search results or third-party recommendation lists for these 3 searches as of November 9, 2026: 'fractional CTO Omaha', 'fractional CTO for small business', 'AI consultant for small business in Nebraska'. [G] Not independently confirmed. (3 items)

UNVERIFIED Competitive landscape, Market positioning: Devantas appears on public sources for the search 'fractional CTO Omaha', offering on-site fractional CTO leadership, assessments, and quarterly planning in the Omaha metro and across Nebraska. [G] Not independently confirmed.

UNVERIFIED Competitive landscape, Market positioning: Shawn Hartley (shawnhartley.com) appears on public sources for the search 'fractional CTO Omaha', providing fractional CMO and CTO services based in Omaha, NE. [G] Not independently confirmed.

UNVERIFIED Competitive landscape, Market positioning, Pricing position: Ascend Technology Group (ascendtg.com) appears on public sources for the search 'fractional CTO Omaha', offering fractional CIO and CTO services in Omaha for a flat monthly fee of $2,000 to $10,000. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: Colayre appears in search results for 'fractional CTO for small business' (published November 2, 2026), providing fractional CTO services to help small and mid-sized businesses set a clear roadmap and lead technology execution. [G] Not independently confirmed.

UNVERIFIED Competitive landscape: ITMTB (itmtb.com) appears in search results for 'fixed-price tech stack audit', offering a 2-week fixed-price Audit Sprint with a written risk register and 30/60/90-day improvement roadmap. [G] Not independently confirmed.

and 6 more cited in this section.

33 more are names, tier names or prices and are listed under Human check above.

9. Market positioning (14)

UNVERIFIED Market positioning: Truvisory positions itself with the tagline "Stop buying AI strategy decks. Start shipping AI systems," emphasizing direct principal delivery by a 25-year operating executive and U.S. Army combat veteran, fixed-fee sprints with written 30–90 day go-live dates on Cloudflare's edge, and no open-ended retainer treadmills. [G] Not independently confirmed.

UNVERIFIED Market positioning: Christian Vismara positions himself as a "Fractional CTO for the agentic AI era" and a hands-on builder in New York City who writes code, leads whiteboard sessions in person, owns technical decisions rather than handing over strategy decks, and publishes transparent pricing. [G] Not independently confirmed.

UNVERIFIED Market positioning: Framework CTO positions itself as providing "Fractional CTOs exclusively for non-technical founders," staffed by executives who have built teams from scratch. [G] Not independently confirmed.

UNVERIFIED Market positioning: Rob Weidner (robweidner.com) positions itself as a part-time, fully embedded technology leader for founder-led service businesses who takes AI-native technology ownership of one profit-linked operating loop with a baseline and a 90-day result, rather than acting as a project vendor or ticket queue. [G] Not independently confirmed.

UNVERIFIED Market positioning: Padiso positions itself as a senior, hands-on technology, AI, and program leadership firm backed by its own delivery team that operates rather than just advises—taking complex initiatives from strategy to shipping with independent recommendations (no vendor kickbacks) and production engineering experience. [G] Not independently confirmed.

UNVERIFIED Market positioning, Moat and runway, Executive summary: CTO.LA explicitly states on its website: 'We don't list prices, because every project is different,' and determines scope and pricing with clients following an initial consultation call. [G] Not independently confirmed.

UNVERIFIED Market positioning: Dostal Technology (mdostal.com) does not appear in top public search results or third-party recommendation lists for 'technical due diligence consultant' as of November 9, 2026. [G] Not independently confirmed.

UNVERIFIED Market positioning: GoFractional is listed as a top fractional CTO company in its October 23, 2026 guide for startups and growing businesses seeking vetted fractional CTOs. [G] Not independently confirmed.

UNVERIFIED Market positioning: Toptal is recommended in GoFractional's October 23, 2026 guide for startups and growing businesses seeking hourly fractional CTO help with a trial period. [G] Not independently confirmed.

UNVERIFIED Market positioning: HyperNest Labs positions itself as "Fractional CTOs & Founding Engineers. Not an agency," offering named operators who embed directly inside a client's Slack with outcome accountability rather than ticket queues or rotating contractors. [G] Not independently confirmed.

4 more are names, tier names or prices and are listed under Human check above.

12. Pricing position (34)

UNVERIFIED Pricing position: AICA (aica.to) does not publish dollar prices on its website for its AI consulting or fractional CTO engagements, stating only that its fractional CTO engagements cost 20% to 50% of a full-time CTO hire depending on weekly hours. [G] Not independently confirmed.

UNVERIFIED Pricing position: Keynetica Consulting does not publish pricing on its website for its Fractional CTO Services, AI Profit Roadmap assessment, Business Technology Assessment, or Microsoft Dynamics 365 and Power Platform integration services, directing prospective clients to book a 30-minute Technology Clarity Call. [G] Not independently confirmed.

32 more are names, tier names or prices and are listed under Human check above.

13. Geographic scope (8)

UNVERIFIED Geographic scope: Founded in 2024 in Omaha, Nebraska, competitor Devantas operates Fractional CTO/CIO, Automation & AI, and Application Development services on site around the Omaha metro and remotely across the United States and worldwide. [G] Not independently confirmed.

UNVERIFIED Geographic scope: In 2026, competitor HyperNest Labs operates embedded fractional CTO and founding engineer services across 48 US cities including Austin, San Francisco, New York, Boston, Seattle, and Los Angeles. [G] Not independently confirmed.

UNVERIFIED Geographic scope: The business record states each of fractional CTO, technical advisory, strategic sprints, AI consulting for small businesses, technical due diligence and tech stack audits and small business tech and growth is delivered both in person and remotely, so it can be sold beyond the local service area. [I] Not independently confirmed. (6 items)

14. Financial posture (4)

UNVERIFIED Financial posture, Executive summary: Dostal Technology released Rolodex v0.4.0, a free and open-source local-first contact manager with Google Contacts sync and an MCP server; the source names its builder and fractional CTO Mathew Dostal (listed on glama.ai as of October 17, 2026; the listing gives no date for the event itself). [G] Not independently confirmed.

UNVERIFIED Financial posture: As of September 22, 2026, Dostal Technology (via commerce.mdostal.com) deployed Mercatus Liber, an MIT-licensed headless open-source commerce framework with 3 live demo storefronts running in production; the source names its builder Mathew Dostal. [G] Not independently confirmed.

UNVERIFIED Financial posture: Dostal Technology released Cryptocurrency Wallet Pipeline (coin-finder), an open-source modular CLI pipeline to scan for cryptocurrency wallet files and check balances; the source names its builder and fractional CTO Mathew Dostal. [G] Not independently confirmed.

UNVERIFIED Financial posture: Dostal Technology launched tools.mdostal.com, a suite of free, open-source utilities including Allergy Locator, Mapstack US (with 42 public dataset map layers), Medical Study Tracker, and Drone Components, alongside a 30+ page site and online presence Audit Report product; the source names its founder Mathew Dostal. [G] Not independently confirmed.

Moat and runway (1)

UNVERIFIED Moat and runway: Particle41 does not list public pricing or named plan tiers on its website, stating that it measures outcomes rather than selling seats or timesheets. [G] Not independently confirmed.

15. Local position (1)

UNVERIFIED Local position, Executive summary: There is no checked local organization page where compared competitors appear and Dostal Technology does not. [D] Worked out from figures shown elsewhere in this report, not read on a source of its own.

Not listed above

- 6 more are names, tier names or prices and are listed under Human check above.
- 68 more are published market statistics, shown with their sources in the market tables.
- 160 more data points were collected for these sections and not used in the text; they are not listed.

Limits

- 540 claims are tagged [G]: an AI model with web search reported them, and we did not open the cited sources.
- 197 claims are inferred from other evidence rather than observed directly.
- Lighthouse scores vary from run to run; each of the 109 Lighthouse claims shown is the median of repeated runs.
- 8 claims come from local or search-results pages, which differ by location and time of day.
- 357 claims are unverified and 0 claims are assumptions; those the text cites are listed in the unverified index, and its closing lines count the ones it does not list.
- 4 values could not be determined from public sources (UNKNOWN).
- Besides public sources, 4 client-provided inputs supplied by the business were used; they are listed in the client-provided inputs appendix, and every value from them is labelled client-provided and was not independently verified.
- Observations date from 2026-11-08 to 2026-11-16; anything that changed later is not reflected.

- Before assembly, an automated re-review compared each section with the evidence it cites. It adds no separate list to this report.
- Local position: map-pack ranking and place-profile standing were not measured. That they do not apply is an INFERENCE from the market the business serves, as stated when the report was ordered.
- Local position, search origin: Omaha, NE (one of the places it works from: Omaha, NE and Austin, TX). Any local lookup named the service and that city, never the whole country.

As of

As of 2026-11-16: the 1589 cited observations were made between 2026-11-08 and 2026-11-16 (UTC). The public site may have changed since.

Full page lists

The rows the sections leave out of their shorter tables, under the title each table points to. Rows a section already shows are not repeated here.

Security and privacy: Tracking, consent and CSP detail

Host	Check	Observed
site	Tracking tool: Google Ads tag	loads
site	Tracking tool: Meta Pixel	loads
site	Tracking tool not found: Google Analytics 4	not found
site	Cookie-consent banner (page /)	not detected
site	Cookie-consent banner (page /contact)	not detected
site	Cookie-consent banner (page /book)	not detected

AI findability: Each prompt by engine: was the business named?

Prompt
fractional CTO
best technical advisory provider
best strategic sprints provider
best AI consulting for small businesses provider
best technical due diligence and tech stack audits provider
best small business tech and growth provider
fractional CTO for small business
what is the most recommended technical advisory provider?
what is the most recommended strategic sprints provider?
what is the most recommended AI consulting for small businesses provider?
what is the most recommended technical due diligence and tech stack audits provider?
what is the most recommended small business tech and growth provider?
AI consultant for small business
tech stack audit
AI consultant for small business in Nebraska
fixed-price tech stack audit
fractional CTO Omaha
best fractional CTO provider in Omaha, NE
best technical advisory provider in Omaha, NE
best strategic sprints provider in Omaha, NE

AI findability: Vendors AI answers named

Vendor	Answers naming it
McKinsey & Company	5
West Monroe	5
Alvarez & Marsal	4
BD Emerson	4
CoreTech	4
Design Sprint Academy	4
Espressio AI	4
Fractional Jobs (its sales channel)	4
FractionalExec	4
Fresh Consulting	4
GoFractional (its sales channel)	4
ITMTB	4
LeewayHertz	4
RSM	4
Strategy Sprints	4
The AI Consulting Lab	4
Voltage Control	4
Aimprosoft	3
AJ&Smart	3
Altus CXO	3
Authority AI	3
Axe Automation	3
Bain & Company	3
Black Duck	3
Bolster (its sales channel)	3
Capgemini Invent	3
ClickUp	3
CloudMotiv	3
CTO Fraction	3
DME	3
EGiS Technologies	3
Fryman Data Solutions	3
Google Workspace	3
Infinet Solutions	3
KMS Technology	3
Microsoft 365	3
N-iX	3
Opinosis Analytics	3
PA Consulting	3
Salesforce	3
Scottship Solutions	3
Shawn Hartley	3
Shopify	3

Vendor	Answers naming it
Software Improvement Group (SIG)	3
SolvSpot	3
SprintWorks	3
Thryv	3
Upwork	3
Zoho	3
Zoho One	3
LAB9	2
Ritmoo	2
The AI Architects	2
316 Strategy Group	2
A.Team (its sales channel)	2
Alessentials	2
AlixPartners	2
Small Business Development Center	2
Asana	2
Avenga	2
CAST Highlight	2
Category One Consulting	2
Copilot Experts	2
Cyberlobe	2
EY	2
GigX	2
Jira	2
KPMG Deal Advisory	2
Linear	2
LOW/CODE Agency	2
Mailchimp	2
MarkCMO (Mark Gabrielli)	2
Markovate	2
McGaw	2
MEV	2
MQLFlow	2
Netguru	2
QuickBooks Online	2
Sigmoidal	2
Square	2
TeamLogic IT	2
Tech Stack Consulting	2
The NetSys Group	2
Up North Media	2
Vstorm	2
America's SBDC	1
Cerius Executives (its sales channel)	1
Clutch	1

Vendor	Answers naming it
Fractionus (its sales channel)	1
Nebraska Business Development Center	1
Scalable Path	1

Competitive landscape: Competitors found in research: direct

Competitor	Place	Who they sell to	Lowest monthly price: leadership retainers	Lowest monthly price: advisory plans	How you start
Airus Advisory	—	owner-operated and mid-sized service businesses across professional services, construction and trades, agencies, healthcare...	$15,000	$10,000	demo-gated
Truvisory	Littleton, CO	founder-led $10M to $100M companies without an in-house senior AI engineer...	$6,000	—	unclear
Simply Semantics LLC	Shelton, CT	small and mid-sized businesses, startups, and growth-stage companies...	—	—	demo-gated
ValueStreamAI	—	businesses from 5 to 500 people—specifically focusing on companies under 100 people across tiered...	—	—	demo-gated
EquityTech Consulting	Raleigh, NC	small and mid-sized businesses (SMBs), startups, mid-market companies, and enterprises across technology, finance, healthcare...	—	—	unclear
CIO Advise	—	companies with $5M to $100M in revenue that do not have a full-time CTO...	—	—	unclear
Christian Vismara - Fractional CTO & AI Builder	—	startup founders from pre-seed through Series A (typically prior to having 8+ engineers)...	$6,000	—	unclear
Automatic	—	agencies (such as 30- to 90-person creative and service agencies), consumer-facing brands...	—	—	unclear
Fractional Tech Office	Austin, TX	small businesses of 1 to 50 people for IT and security...	—	—	unclear
ibute	Austin, TX	states its fractional CTO and AI development services are built for startups...	$6,000	—	unclear
FractalTactix	Austin, TX	states that it works with startups needing senior engineering leadership without full-team overhead...	—	—	unclear
SeeSaw Labs	Austin, TX	startups and growing companies across healthcare, insurtech, fintech, education, e-commerce, and construction tech	—	—	unclear
SaaSify Labs	Austin, TX	states it serves startups, founders, growing small businesses, and enterprise-level clients across finance, healthcare...	$2,500	—	unclear
Two Fish Labs	Austin, TX	founder-led companies ranging from early-stage founders with an idea and no technical team...	—	—	unclear
Kris Chase	Austin, TX	startups, founders, investors, acquirers...	—	—	unclear
Rob Weidner	Austin, TX	states his Fractional CTO service is built for founder-led service businesses...	$9,500	$3,500	unclear
Sageplan Technology Consulting	—	entrepreneurs and small to mid-sized businesses in the Austin area across construction, architecture, accounting...	—	—	demo-gated
Nate-Land Studios	Austin, TX	software companies and engineering teams navigating growth and technical complexity	—	—	—
Chief Tech Consulting	Austin, TX	small and mid-sized businesses (SMBs) and organizations undergoing technical transformation, legacy infrastructure modernization...	—	—	unclear
Framework CTO	—	works exclusively with non-technical founders across SaaS, marketplace, mobile...	$8,000	—	—
HyperNest Labs	—	non-technical founders and venture-backed startups from pre-seed and Seed through Series A and Series B across healthcare...	—	—	unclear

Competitor	Place	Who they sell to	Lowest monthly price: leadership retainers	Lowest monthly price: advisory plans	How you start
Devantas	Omaha, NE	owner-led companies, emerging startups, and small-to-mid market enterprises in Omaha...	—	—	unclear
Ascend Technology Group	Omaha, NE	small to middle-market businesses and nonprofit organizations across Omaha, Nebraska, Iowa, South Dakota...	$2,000 to $10,000 a month, stated as a range [G]	—	unclear

Competitive landscape: Self-serve or demo-gated: the signup path of each of the direct rivals and of the other companies whose own site was opened

Competitor	Signup path	Lowest monthly price, any plan	Plan at that price	Priced
Airus Advisory	demo-gated	$1,500	Accounting Infrastructure retainer	—
Truvisory	unclear	$6,000	Package C Embedded Fractional CTO AI Lead rate	—
Simply Semantics LLC	demo-gated	$9	Semantic Hub Pro plan	—
ValueStreamAI	demo-gated	—	—	—
EquityTech Consulting	unclear	—	—	—
CIO Advise	unclear	—	—	—
Christian Vismara - Fractional CTO & AI Builder	unclear	$6,000	Fractional CTO retainer 10-20 hours a week	—
Automatic	unclear	—	—	—
Fractional Tech Office	unclear	—	—	—
ibute	unclear	$6,000	Fractional CTO retainer Austin TX hub rate	—
FractalTactix	unclear	—	—	—
SeeSaw Labs	unclear	—	—	—
SaaSify Labs	unclear	$2,000	Part Time Engineer rate	—
Two Fish Labs	unclear	—	—	—
Kris Chase	unclear	—	—	—
Rob Weidner	unclear	$3,500	Technical Advisor retainer of cadence band	—
Sageplan Technology Consulting	demo-gated	$75	The Essentials plan per user	per user
Chief Tech Consulting	unclear	—	—	—
HyperNest Labs	unclear	—	—	—
Devantas	unclear	—	—	—
Ascend Technology Group	unclear	$125	Full service managed IT per user	per user
Doman AI	unclear	not compared (not a direct rival)	—	—
Acuity AI Advisory	demo-gated	not compared (not a direct rival)	—	—
Power BI Consulting Services	unclear	not compared (not a direct rival)	—	—
Zencore	unclear	not compared (not a direct rival)	—	—
MidMarket.ai	self-serve	not compared (not a direct rival)	—	—
Xcelacore	unclear	not compared (not a direct rival)	—	—
Mobio Solutions	demo-gated	not compared (not a direct rival)	—	—
Vstorm	unclear	not compared (not a direct rival)	—	—

Competitor	Signup path	Lowest monthly price, any plan	Plan at that price	Priced
7 Layer Solutions	demo-gated	not compared (not a direct rival)	—	—
Algoscale	unclear	not compared (not a direct rival)	—	—
Perceptive Analytics	demo-gated	not compared (not a direct rival)	—	—
TechSolutions, Inc.	unclear	not compared (not a direct rival)	—	—
Eagle Tech Corp.	demo-gated	not compared (not a direct rival)	—	—
AY Automate	demo-gated	not compared (not a direct rival)	—	—
YourBusinessConsultant.ai	demo-gated	not compared (not a direct rival)	—	—
Wex Advisory	unclear	not compared (not a direct rival)	—	—
CloudMotiv	unclear	not compared (not a direct rival)	—	—
Ironworks AI	unclear	not compared (not a direct rival)	—	—
Chaos to Clarity Digital Consulting	demo-gated	not compared (not a direct rival)	—	—
System Verification	unclear	not compared (not a direct rival)	—	—
Spark Design Strategy	unclear	not compared (not a direct rival)	—	—
ClearMinds	unclear	not compared (not a direct rival)	—	—
CEO Sidekick	self-serve	not compared (not a direct rival)	—	—
Elevate Boardroom	unclear	not compared (not a direct rival)	—	—
Codenteam	self-serve	not compared (not a direct rival)	—	—
Auditic	unclear	not compared (not a direct rival)	—	—
Audity	unclear	not compared (not a direct rival)	—	—
Vant.ONE	unclear	not compared (not a direct rival)	—	—
Synap AI	self-serve	not compared (not a direct rival)	—	—
Miro	self-serve	not compared (not a direct rival)	—	—
Zapier	self-serve	not compared (not a direct rival)	—	—
CAST	demo-gated	not compared (not a direct rival)	—	—
DME	unclear	not compared (not a direct rival)	—	—
Cambium Data	unclear	not compared (not a direct rival)	—	—
SquareOn Technologies	unclear	not compared (not a direct rival)	—	—
Tiempo Software	unclear	not compared (not a direct rival)	—	—

Competitor	Signup path	Lowest monthly price, any plan	Plan at that price	Priced
ShineForth	unclear	not compared (not a direct rival)	—	—
Up North Media	unclear	not compared (not a direct rival)	—	—
AndyWorks	unclear	not compared (not a direct rival)	—	—
WaveHello	unclear	not compared (not a direct rival)	—	—
halo-AI	unclear	not compared (not a direct rival)	—	—
Prime Secured	unclear	not compared (not a direct rival)	—	—
Infinite Technologies USA (InfinTechUSA)	demo-gated	not compared (not a direct rival)	—	—
Iternal Technologies	demo-gated	not compared (not a direct rival)	—	—
Opinosis Analytics	unclear	not compared (not a direct rival)	—	—
Nate-Land Studios	not checked (its site was not opened)	—	—	—
Framework CTO	not checked (its site was not opened)	$8,000	Fractional CTO VP Engineering retainer	—

Competitive landscape: Basis for each placement

Placed	Target customer size	Service coverage	Basis
CTO.LA	4	6	Covers three of six services. It targets early-stage startups, growing companies and commerce and service businesses without a full-time technical executive.
Airus Advisory	4	3	Covers one of six services. It targets owner-operated and mid-sized service businesses, mostly at the smaller end of its stated revenue range.
Truvisory	7	6	Covers three of six services. It sells to sizeable founder-led companies, mid-market operators, private equity portfolio companies and federal buyers.
Simply Semantics LLC	3	4	Covers two of six services. It targets small and mid-sized businesses, startups and small vertical operators such as restaurants and housing authorities.
ValueStreamAI	3	4	Covers two of six services. It focuses on smaller businesses, including local, family-owned and startup teams.
EquityTech Consulting	5	6	Covers three of six services. It serves small and mid-sized businesses, startups, mid-market companies and enterprises alike.
CIO Advise	6	4	Covers two of six services. It targets growing and mid-market companies that have revenue but no full-time CTO.
Christian Vismara - Fractional CTO & AI Builder	3	3	Covers one of six services. He serves startup founders at the earliest funding stages and ops-heavy companies with stalled AI pilots.
Automatic	5	6	Covers three of six services. It sells to agencies, consumer brands and businesses from small to mid-market scale.
CTO Fraction	4	4	Covers two of six services. It sells to early-stage startups and small and medium-sized businesses, plus investors' portfolio companies.
YourBusinessConsultant.ai	4	3	Covers one of six services. It targets small and medium businesses that lack an in-house data team.
Wex Advisory	3	3	Covers one of six services. It sells to owner-led small and mid-sized businesses with no in-house engineering team.
CloudMotiv	4	4	Covers two of six services. It targets small and mid-sized businesses, with some mid-market and enterprise teams.
Ironworks AI	3	4	Covers two of six services. It sells to small professional firms, practices and family offices.
Chaos to Clarity Digital Consulting	2	4	Covers two of six services. It targets small business owners such as local trades, boutiques and practices, plus growing agencies.

Placed	Target customer size	Service coverage	Basis
System Verification	8	6	Covers three of six services. It targets private equity and venture investors, M&A advisors and enterprises across industries.
Spark Design Strategy	3	3	Covers one of six services. It serves startup founders and product teams seeking validation and investor-ready prototypes.
ClearMinds	3	3	Covers one of six services. It targets startups and non-technical decision-makers at small to medium-sized businesses.
Miro	8	3	Covers one of six services. It sells to teams of any size, but says most of its recurring revenue comes from business and enterprise customers.
Zapier	5	1	Covers zero of six services. It serves buyers from non-technical individuals and small businesses to large enterprise teams.
CAST	9	3	Covers one of six services. It sells to mid-to-large enterprises, private equity and M&A teams, system integrators and public agencies with large application portfolios.
Fractional Tech Office	3	4	Covers two of six services. It focuses on small businesses for IT and security, while also offering leadership to larger companies.
ibute	4	6	Covers three of six services. It builds for startups and small to mid-sized businesses without a senior technology leader.
FractalTactix	5	4	Covers two of six services. It works with startups, growing businesses and enterprises re-architecting platforms.
SeeSaw Labs	4	4	Covers two of six services. It serves startups and growing companies that have outgrown spreadsheets and off-the-shelf tools.
SaaSify Labs	4	4	Covers two of six services. It serves startups, founders and growing small businesses, with some enterprise clients.
Two Fish Labs	3	6	Covers three of six services. It serves founder-led companies from idea stage upward and very small businesses running on email and spreadsheets.
Kris Chase	5	6	Covers three of six services. He works with startups and mid-sized companies with engineering teams, plus investors and acquirers.
Rob Weidner	6	4	Covers two of six services. He builds his service for founder-led service businesses of mid size, with advisory work for larger organisations.
Sageplan Technology Consulting	3	3	Covers one of six services. It serves entrepreneurs and small to mid-sized businesses in the Austin area.
Nate-Land Studios	3	3	Covers one of six services. It works with small software teams and software companies navigating growth.
Chief Tech Consulting	4	4	Covers two of six services. It serves startups, small and mid-sized businesses and established enterprises seeking AI transformation.
Framework CTO	3	3	Covers one of six services. It works exclusively with non-technical founders who need technical leadership.
HyperNest Labs	3	4	Covers two of six services. It targets non-technical founders and venture-backed startups at early stages, plus freelancers and small businesses for its starter setup.
Devantas	4	3	Covers one of six services. It serves owner-led companies, emerging startups and small-to-mid market enterprises not yet ready for a full-time CTO or CIO.
Ascend Technology Group	4	3	Covers one of six services. It serves small and midsize businesses and nonprofits needing managed IT and compliance alignment.

Market positioning: Market size estimates

Firm	Market	Year	Estimate	CAGR	Source
Fortune Business Insights	Global AI consulting	2025	USD 9.65 billion	25.6%	fortunebusinessinsights.com
Fortune Business Insights	Global AI consulting	2026	USD 11.91 billion	25.6%	fortunebusinessinsights.com
The Business Research Company (Artificial Intelligence (AI) Consulting market)	Global AI consulting	2025	USD 7.39 billion	21.4%	thebusinessresearchcompany.com
The Business Research Company (Artificial Intelligence (AI) Consulting market)	Global AI consulting	2026	USD 8.96 billion	21.4%	thebusinessresearchcompany.com
Future Market Insights	Global AI consulting	2025	USD 11.1 billion	23.4%	futuremarketinsights.com
Future Market Insights	Global AI consulting	2026	USD 13.7 billion	23.4%	futuremarketinsights.com
Market Data Forecast	Global AI consulting	2025	USD 22.27 billion	35.8%	marketdataforecast.com

Firm	Market	Year	Estimate	CAGR	Source
Market Data Forecast	Global AI consulting	2026	USD 30.24 billion	35.8%	marketdataforecast.com
SNS Insider	Global AI consulting	2025	USD 10.86 billion	24.14%	snsinsider.com
QYResearch	Global AI consulting	2025	USD 10.532 billion	16.4%	qyresearch.in
Grand View Research (Software Consulting Market)	Global software consulting	2025	USD 112.3 billion	8.5%	grandviewresearch.com
Grand View Research (Software Consulting Market)	Global software consulting	2026	USD 123.3 billion	8.5%	grandviewresearch.com
Mordor Intelligence	Global software consulting	2025	USD 327.59 billion	16.08%	mordorintelligence.com
Mordor Intelligence	Global software consulting	2026	USD 380.26 billion	16.08%	mordorintelligence.com
Dataintelo	Global fractional executive	2025	USD 33.7 billion	7.8%	dataintelo.com
Growth Market Reports	Global fractional executive	2025	USD 12.8 billion	9.0%	growthmarketreports.com
The Business Research Company	Global IT consulting	2025	USD 111.95 billion	13.4%	thebusinessresearchcompany.com
The Business Research Company	Global IT consulting	2026	USD 126.79 billion	13.4%	thebusinessresearchcompany.com
Market Reports World	Global information technology consulting	2026	USD 79.152 billion	4.59%	marketreportsworld.com
Business Research Insights	Global IT consulting	2026	USD 83.11 billion	6.5%	businessresearchinsights.com
WiseGuy Reports	Global IT consulting	2025	USD 60.6 billion	5.1%	wiseguyreports.com
SNS Insider (U.S. AI Consulting Services Market)	US AI consulting	2025	USD 4.22 billion	23.8%	snsinsider.com
Business Research Insights (Business Strategy and Management Consulting Market)	Global business strategy and management consulting	2026	USD 444.55 billion	9.07%	businessresearchinsights.com
Worldwide Market Reports	Global technical due diligence	2025	USD 1.2 billion	10.5%	worldwidemarketreports.com
SNS Insider	US AI consulting	2024	USD 2.42 billion	24.14%	beautysummit.ai
Grand View Research	Global applied AI	2025	USD 333.7 million	27.4%	grandviewresearch.com
Grand View Research	Global applied AI	2026	USD 404.8 million	27.4%	grandviewresearch.com
Grand View Research (IT Professional Services Market)	Global IT professional services	2026	USD 1,075.7 billion	10.4%	grandviewresearch.com
Mordor Intelligence (IT Services Market)	Global IT services	2026	USD 1,660 billion	9.04%	mordorintelligence.com
Strategic Revenue Insights	Global technology research	2025	USD 14.5 billion	8.2%	strategicrevenueinsights.com
Strategic Revenue Insights (Technology Advisory, within Technology Research Services Market)	Global technology research	2025	USD 5 billion	8.5%	strategicrevenueinsights.com

Marketability: Conversion signals by page

Signal	Observed
Own host link	book.mdostal.com
Own host link	tools.mdostal.com
Own host link	shop.mdostal.com
Own host link	life.mdostal.com
Price point: Architecture & Risk Audit (/pricing)	$4,500
Price point: technical advisory (/pricing)	$4,500
Price point: Strategic Sprint (/pricing)	$8,000
Price point: fractional CTO (/pricing)	$10,000

Signal	Observed
Proof: case study (/about)	Case Studies Dostal Technology clients: All That Technology (rebuilt) · CADEX Legacy...
Proof: testimonial (/testimonials)	Testimonials
Signup path	book.mdostal.com
Client proof	present

Pricing position: Published prices by item

Plan	Competitor	Price	Up to	Unit and period	Billing	Source
Virtual CTO rate	SaaSify Labs	$2,500	—	per month	—	saasifylabs.com
Fractional CTO retainer	Rob Weidner	$9,500	—	per month	—	robweidner.com
Fractional CTO VP Engineering retainer	Framework CTO	$8,000	$14,000	per month	—	fractionalcxo.to
Fractional CTO CPO Chief AI Officer Advisory tier 1 day a week	Kompella Technologies	$8,000	—	per month	billed monthly	kompella.io
Fractional CTO CPO Chief AI Officer Fractional tier 2 days a week	Kompella Technologies	$15,000	—	per month	billed monthly	kompella.io
Fractional CTO CPO Chief AI Officer Embedded tier 3 plus days week	Kompella Technologies	$25,000	—	per month	billed monthly	kompella.io
Interim CTO cover standard	Kompella Technologies	$25,000	—	per month	—	kompella.io
Interim CTO cover private equity portfolio company	Kompella Technologies	$30,000	—	per month	—	kompella.io
Fractional CTO Leadership	Tech Alchemy Consulting	$5,000	$25,000	per month	—	techalchemyconsulting.com
Advisory retainer Fractional CTO CAIO	Airus Advisory	$10,000	—	per month	—	airusadvisory.com
Embedded retainer Fractional CTO CAIO	Airus Advisory	$15,000	—	per month	—	airusadvisory.com
Executive retainer Fractional CTO CAIO	Airus Advisory	$25,000	—	per month	—	airusadvisory.com
Package C Embedded Fractional CTO AI Lead rate	Truvisory	$6,000	—	per month	—	truvisory.com
Fractional CTO retainer Austin TX hub rate	ibute	$6,000	—	per month	—	ibute.tech
Fractional CTO retainer Lahore hub rate	ibute	$3,500	—	per month	—	ibute.tech
Fractional CPO Fractional tier 2 days a week	Kompella Technologies	$14,000	—	per month	—	kompella.io
Fractional CPO Embedded tier 3 plus days week	Kompella Technologies	$20,000	—	per month	—	kompella.io
Fractional Network and Infrastructure Engineering	Tech Alchemy Consulting	$4,000	—	per month	—	techalchemyconsulting.com
Accounting Infrastructure retainer	Airus Advisory	$1,500	—	per month	—	airusadvisory.com
Fractional CFO retainer	Airus Advisory	$3,500	—	per month	—	airusadvisory.com
Fractional COO plus CFO retainer	Airus Advisory	$5,000	—	per month	—	airusadvisory.com
Fractional CTO retainer 10-20 hours a week	Christian Vismara - Fractional CTO & AI Builder	$6,000	—	per month	—	christianvismara.com
AI Employee Setup Starter	HyperNest Labs	$1,000	—	one-off	—	hypernestlabs.com
AI Employee Setup Growth	HyperNest Labs	$10,000	—	one-off	—	hypernestlabs.com
Technical Engagements	Tech Alchemy Consulting	$3,000	$8,000	per month	—	techalchemyconsulting.com
Project-Based Improvements	Tech Alchemy Consulting	$10,000	—	per project	—	techalchemyconsulting.com
Emergency Response CRITSIT base engagement	Tech Alchemy Consulting	$6,500	—	one-off	—	techalchemyconsulting.com
Package B Ship It Sprint	Truvisory	$20,000	—	one-off	—	truvisory.com
Small business lite managed IT plan	Ascend Technology Group	$300	—	per month	—	ascendtg.com

Plan	Competitor	Price	Up to	Unit and period	Billing	Source
AI Build Sprint 4 weeks	Kompella Technologies	$18,000	—	one-off	—	kompella.io
Baseline diagnostic	Airus Advisory	$2,500	—	one-off	—	airusadvisory.com
Semantic Hub Pro plan	Simply Semantics LLC	$9	—	per month	—	simplysemantics.com
Pilot engagement	ValueStreamAI	$5,000	—	one-off	—	valuestreamai.com
Fractional CTO hourly rate	Christian Vismara - Fractional CTO & AI Builder	$150	—	per hour	—	christianvismara.com
AI development hourly rate	Christian Vismara - Fractional CTO & AI Builder	$120	—	per hour	—	christianvismara.com
Fixed AI project simple AI tool	Christian Vismara - Fractional CTO & AI Builder	$5,000	—	one-off	—	christianvismara.com
Fixed setup fee single tight engagement	Automatic	$10,000	—	one-off	—	hireautomatic.com
2 week discovery sprint contracted through Austin TX	ibute	$6,000	—	one-off	—	ibute.tech
2 week discovery sprint contracted through Lahore	ibute	$3,000	—	one-off	—	ibute.tech

Every row in this table is UNVERIFIED: reported as found, not independently confirmed.

Pricing position: Other published prices

Plan	Competitor	Price	Unit and period	Source
Full service managed IT per user	Ascend Technology Group	$125	per user per month	ascendtg.com
Diagnose (Technical Due Diligence)	Padiso	AUD 10,000	—	padiso.co
Lead (Fractional CTO)	Padiso	AUD 12,000	—	padiso.co
Advise (Advisory retainer)	Padiso	AUD 6,000	—	padiso.co
Ongoing technology AI Development Care retainer up to 15 people	ValueStreamAI	$1,500	per month	valuestreamai.com
The Apex plan	Sageplan Technology Consulting	$200	per user per month	sageplan.com
Semantic Connect seat	Simply Semantics LLC	$29	per seat per month	simplysemantics.com
Interim forward deployed engineer rate 2-3 days a week	Christian Vismara - Fractional CTO & AI Builder	$16,000	per month	christianvismara.com
Part Time Engineer rate	SaaSify Labs	$2,000	per month	saasifylabs.com
Staff Augmentation rate	SaaSify Labs	$3,500	per month	saasifylabs.com
Dedicated Team rate	SaaSify Labs	$8,000	per month	saasifylabs.com
The Essentials plan per user	Sageplan Technology Consulting	$75	per user per month	sageplan.com
The Momentum plan per user	Sageplan Technology Consulting	$150	per user per month	sageplan.com

Every row in this table is UNVERIFIED: reported as found, not independently confirmed.

Client-provided inputs: Operations & Fulfillment

Metric	Self-reported value
Operating location	Omaha, NE and Austin, TX (client-provided)
Work model	Remote by default, nationwide; in person in Omaha or Austin on client request (client-provided)
Physical presence	No storefront and no public office (client-provided)
Online properties	mdostal.com, shop.mdostal.com, tools.mdostal.com, commerce.mdostal.com (business); me.mdostal.com, life.mdostal.com (owner's personal) (client-provided)
Start of operations	April 2026 (client-provided)

Client-provided inputs: Team & Organizational Health

Metric	Self-reported value
Ownership	owner-operated (client-provided)

Client-provided inputs: Legal, Licensing & Compliance

Metric	Self-reported value
Company registration	Texas (client-provided)

Client-provided inputs: Pricing & Terms

Metric	Self-reported value
Audit report credit	Audit Report payment is credited toward the client's first invoice (client-provided; also stated on its /pricing page [D])
Audit report credit process	Manual credit upon receipt; no automatic discount (client-provided)
Audit report credit policy publication	mdostal.com /pricing, /audit-packet, /faq and llms.txt (client-provided)

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