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FOUNDER STARTER KIT · FREE SAMPLE

Founder Starter Kit

Test whether a rough business idea deserves a real launch

IN THIS SAMPLE

1. What this is and who it's for
2. From Idea to Launch Decision
3. Set the Founder Constraints (Module 1 of 10)
4. Workbook: Founder Constraint Sheet

\$29

FULL KIT · GUIDE, FILLABLE WORKBOOK, QUICK REFERENCE, PHONE REFERENCE, TRACKER SPREADSHEET

Less content. More use.

What This Is, Who It Is For

FIT What this is

This is a pre-launch decision kit for a first-time founder. It connects customer evidence, offer design, demand testing, delivery capacity, basic economics, trust requirements, and a 30-day decision cycle.

FIT Who this is for

For a first-time founder, solo operator, or side-business builder with a rough idea who needs to decide whether to launch, revise, or stop before committing serious money or time.

By the end, you will have:

- A narrow customer and problem brief supported by behavioral evidence.
- A testable offer, seven-day demand test, delivery map, and basic economics.
- Written launch, revise, and stop rules plus a 30-day evidence plan.

WHAT THIS IS NOT

It is not legal, tax, accounting, investment, or licensing advice; a fundraising playbook; a business-plan contest; or permission to spend heavily before demand and delivery are tested.

From Idea to Launch Decision

Do not start with a logo or a long business plan. Use this week to bound the risk, find the customer, recover real behavior, and make one clear offer.

WORKFLOW

The founder workflow

Phase	Modules	What you do
Bound	Module 1	Set cash, time, risk, and stop constraints.
Discover	Modules 2-3	Name one customer and recover recent behavior.
Define	Module 4	Write a bounded offer with price and delivery terms.
Prove	Module 5	Ask for meaningful commitment under real conditions.
Make viable	Modules 6-8	Check delivery, capacity, economics, trust, and admin.
Decide and run	Modules 9-10	Launch, revise, or stop, then run the next evidence cycle.

CHECKLIST

Your first seven days

1. Write your cash, time, and stop constraints for the next 30 days.
2. Name one customer in one situation and recruit five evidence conversations.
3. Ask about the last real occurrence, workaround, cost, and decision criteria.
4. Draft one bounded offer and choose the meaningful commitment you will request.

STOPPING POINT

At the end of seven days, choose the single largest unknown. Your next test should reduce that unknown, not make the business look more finished.

1. Set the Founder Constraints

A business idea is only useful if it fits the time, cash, risk, and responsibilities you actually have. Naming those constraints first prevents a plan that requires invisible money or a version of you who never gets tired.

WHEN YOU'RE DONE

You have written limits for time, cash at risk, launch timing, and activities you will not take on.

CHECKLIST

Do this now

- ☐ Choose the maximum cash you can risk without borrowing against essential needs.
- ☐ Name the weekly hours you can reliably protect for the next 30 days.
- ☐ List skills, licenses, relationships, or approvals the idea requires but you do not yet have.
- ☐ Write one stop condition that would make you pause before spending more.

CONSTRAINT BEFORE PLAN

A founder with eight weekly hours and a \$500 test budget should not begin with inventory, custom software, and a lease. A paid manual pilot may answer the first question faster.

Reflection: Which limit is most likely to make the current version of the idea unrealistic?

Founder Constraint Sheet

Bound the first 30 days before making a plan.

WORKSHEET

Founder Constraint Sheet

Cash I Can Risk:

Reliable Weekly Hours:

Missing Skill, Approval, or Relationship:

Stop Conditions:

Want the rest of Founder Starter Kit?

Early founders are encouraged to build brands and products before proving that a specific customer will make a meaningful commitment. This kit puts evidence and downside limits ahead of startup theater.

THE FULL KIT INCLUDES

- Guide (Letter and A4)
- Fillable workbook (Letter and A4)
- Quick reference (Letter and A4)
- Phone reference
- Tracker spreadsheet (CSV)

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