



**The founder's freedom
ladder: 4 stages.**



Stage 1: you do everything.

**Every sale, every decision,
every fire.**

Stage 2: you hire help,

**but nothing moves
without your say.**



A man with dark hair, wearing a black puffer vest over a white long-sleeved shirt and dark blue pants, is sitting on a large, patterned armchair. The armchair has a complex geometric pattern in shades of brown, tan, and red. He is looking directly at the camera with a neutral expression. The background is a wall covered in various posters and album covers. Visible posters include ABBA, PINK FLOYD, RAMATAM, BAD CO, VILLAGE PEOPLE, and others. A yellow lamp with a fringed shade is visible on the right side of the frame. The overall scene suggests a personal or creative space.

Stage 3: you build systems.

**The business
holds itself up.**



**Stage 4: you choose
where your time goes.**

The business runs.

You steer.

**Most founders are stuck
between 1 and 2.**

**The jump to 3
is the hardest.**



A man with dark hair and a light beard is sitting on a stone ledge in front of a red brick wall. He is wearing a grey button-down shirt with rolled-up sleeves and blue jeans. He has a black smartwatch on his left wrist. His hands are clasped in his lap, and he is looking directly at the camera with a neutral expression. Three green rounded rectangular text boxes are overlaid on the bottom left of the image.

Stage 4 is not retirement.

It is real ownership.

DM us.