



FOUNDER STUDIO

A COMPANY-DESIGN AND LEADERSHIP EXPERIENCE

Build the company. *Become the leader* it needs next.

A twelve-month program for founders, co-founders, and founding executives whose organizations have outgrown founder-led improvisation.

FOR FOUNDERS PAST IMPROVISATION

The company has changed. *Your role must change with it.*

Founder Studio is not a course about leadership. It is where founders become the CEO their company now needs while redesigning the systems that make growth durable. Leadership development is the engine. A measurably stronger company is the product.

Founder Studio helps founders evolve as CEOs while strengthening the leadership, operating, talent, and cultural systems their companies need to scale. The work begins with the founder and becomes visible in how the company makes decisions, develops leaders, sustains culture, and executes.

The premise is direct. Company design and leadership, not fundraising or networking, are the work that decides whether the next stage arrives on time and in shape.

THE FOUR QUESTIONS THAT ORGANIZE THE YEAR

01	02	03	04
How should founders think?	How should founders design?	How should founders practice?	How should founders teach others to think this way?



THE COMPANY DESIGNER

Think like a *Company Designer*.

Founder Studio helps leaders see the company as an intentional human system, then identify the constraint that matters most. Members work through a disciplined cycle of seeing, designing, deploying, learning, and evolving.

The result is not a recommendation. It is a better way for the founder and the leadership team to continually build the company as it changes.

The content is pulled into real work just in time. It is never delivered as a firehose.

THE DESIGN CYCLE

One discipline. Repeated.

01 See

02 Design

03 Deploy

04 Learn

05 Evolve

ONE COMPANY. ONE FLAGSHIP INITIATIVE.

Not another initiative on top of the year. The year built around one you already have to run.

Each member selects one consequential company transformation already on the table: a new operating model, a stronger leadership team, reduced founder dependency, cultural scale, AI adoption, or another next-stage priority. The Flagship Initiative becomes the live application ground for the program, with progress reviewed and measured across the year.

RECIPROCITY *Members' own development accelerates through the work of supporting other founders. The pod is not a support group. It is the mechanism.*

SIX JOURNEYS. ONE COMPANY.

Each journey drives one consequential transformation. In the founder. In the company.

Members weight the work toward the journey their stage and Flagship Initiative demand. Every workshop ends in an operating playbook and a built asset the founder can use on Monday morning.

01

Become the CEO this stage needs

**FOUNDER-OPERATOR →
CONTEXT-SETTING CEO**

Uncertainty, founder identity, time architecture, strategic decisions under pressure.

BUILT ASSET

Founder Operating System, CEO calendar, decision journal

02

Build a company that runs without you

**FOUNDER-DEPENDENT →
SYSTEMS-LED**

Founder-to-function handoffs, org design, delegation, operating cadence.

BUILT ASSET

Decision architecture, org canvas, meeting system

03

Build a team better than you

DOING IT YOURSELF → LEADING LEADERS

Executive team, recruiting, coaching, executive integration.

BUILT ASSET

Executive scorecard, talent review, 90-day plan

04

Scale culture without bureaucracy

**CULTURE BY DEFAULT →
CULTURE BY DESIGN**

Leadership principles, rewards, founder communication, cultural mechanisms.

BUILT ASSET

Culture playbook, principles canvas, comp philosophy

05

Master the outside game

**DEFENSIVE REPORTING →
LEADING CAPITAL AND BOARD**

Capital map, board leadership, investor dynamics, company narrative.

BUILT ASSET

Board deck, investor update, narrative canvas

06

Build durable enterprise value

**RUNNING A COMPANY →
BUILDING ONE WORTH OWNING**

Value drivers, key-person risk, diligence, exit, AI opportunity.

BUILT ASSET

Value-driver map, risk audit, AI opportunity scan

TWELVE MONTHS. BUILT FOR REAL COMPANY WORK.

A year of *disciplined build*. Not a schedule of workshops.

The year is paced to match the work. Assessment establishes the baseline. Journeys concentrate in phases. A midpoint measurement corrects the design. Year-end reassessment closes the loop.

THE YEAR AT A GLANCE

Month 1	M 2-4	M 5-6	M 7-9	M 10-11	Month 12
Organizational MRI, Check-Up, Blueprint v0.1, Flagship selected	CEO role, Founder Operating System, company architecture	Leadership team, talent, culture; midpoint measurement	Board, investors, capital, company narrative	Enterprise value, key-person risk, AI, optionality	Reassessment, Blueprint v1.0, Studio Review

WHAT THE YEAR IS BUILT FROM

Founder Leadership Check-Up

Founder-specific assessment using Hogan, DiSC, LVI 360, and a team survey, plus a readiness interview, stage-transition diagnosis, and senior faculty debrief.

Advisory Pod

A durable, confidential group of five founders, professionally facilitated, matched by stage complexity rather than industry. Monthly, two hours.

Design Workshops

Applied 90-minute sessions that turn each journey into a practical playbook and a usable built asset. Nothing lectured that a book can teach.

Founder Coaching

Four one-to-one coaching sessions across the year, connecting the founder's role, behavior, decisions, and Flagship Initiative.

Mixed Executive Labs

Cross-stage work with experienced enterprise leaders on challenges both groups understand from different vantage points.

Operator Network

Practical pattern recognition from operators in talent, finance, product, AI, governance, and M&A. Not selling services; making the next move easier.

Founder War Room

Rapid-response support for high-stakes moments that cannot wait for the next scheduled session. 48-hour convene target.

Annual Retreat & Introductions

A one-day retreat convening founders across the community for concentrated peer work. Strategic introductions surface throughout the year.

NOT A BINDER. AN OPERATING ARCHITECTURE.

What members *build*.

Every journey produces practical tools and company-building assets. Across the year, those outputs integrate into four signature deliverables that give the founder and leadership team a clearer architecture for scale.

COMMON LENSE

Blueprint at a glance

INTENT	CONSTRUCT	CONSEQUENCE
Team development requires time, focus, and consistency.	The right structure and roles are critical to build—without this, the team cannot do its job.	Team development requires time, focus, and consistency. Team development requires time, focus, and consistency. Team development requires time, focus, and consistency.
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles
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How it works

If Northstar clarifies decision rights, strengthens the executive team, and turns customer insight into a repeatable operating cadence, it can grow faster with less founder intervention—and without industrializing the humanity out of the experience.

EDGEPOINT FOUNDER STUDIO | LIAISON TO MEMBER COMPANY

SIGNATURE DELIVERABLE 01

Company Blueprint™

A living picture of strategic intent, the primary constraint, value drivers, capabilities, leadership shifts, operating choices, and the next 90-day moves.

WHAT THE ORGANIZATION IS TRYING TO

Executive readout

68 **STRATEGIC INTENT** 54 **PRIMARY CONSTRAINT** 72 **TEAM CAPACITY**

THE CENTRAL MESSAGE

Northstar is not short on talent, urgency, or customer conviction. Its primary scaling risk is that context, authority, and cross-functional integration still converge on the founder faster than they are being institutionalized in the enterprise.

INTENTION TO PROTECT	CONSEQUENT TO RESOLVE	RISK & MITIGATION
Protect customer and customer insights	Balance decision rights across roles	CEO becomes the coordination layer
Strong functional execution	Executive team operates as a cohesive, effective	Board chairs and holds responsibility
Clear to action	Learning to trust and incrementally build	Expanded roles as value grows
High trust in the founder	Control distribution steps the team	Outcomes measure under pressure

EDGEPOINT FOUNDER STUDIO | LIAISON TO MEMBER COMPANY

SIGNATURE DELIVERABLE 02

Organizational MRI™

A multi-lens view of leadership, strategy, culture, operating systems, talent, founder dependency, and readiness for the next stage.

HOW THE REVEAL THE STRATEGY

Calendar architecture

THE CHARTER	CONSTRUCT	CONSEQUENCE	REVEALING MESSAGE
Executive team	10%	10%	Executive team is the core
Executive board	10%	10%	Meeting 1 is a meeting board
Customer & market	10%	10%	Customer learning conversation only
Board & capital	10%	10%	High customer engagement only
Operating practice	10%	10%	Executive team, efficiency in culture
Performance & reward	10%	10%	Meeting 1 is a meeting board

REAL WORK

ROLE	DO	HOW	WHY	WHEN
Board & capital	Executive team only	Meeting 1 is a meeting board	Executive team only	Meeting 1 is a meeting board
Board & capital	Executive team only	Meeting 1 is a meeting board	Executive team only	Meeting 1 is a meeting board

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SIGNATURE DELIVERABLE 03

Founder Operating System™

An integrated role charter, calendar architecture, decision rules, operating practices, and energy design for the CEO the next stage requires.

QUARTER 1, MONTH 4

Dashboard summary

73 **STRATEGIC INTENT** 22 **PRIMARY CONSTRAINT** 74 **TEAM CAPACITY**

INTENTION TO PROTECT	CONSEQUENT TO RESOLVE	RISK & MITIGATION	STATUS
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles	ON TRACK
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles	ON TRACK
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles	ON TRACK
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles	ON TRACK
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles	ON TRACK
CEO/COO/CTO roles	CEO/COO/CTO roles	CEO/COO/CTO roles	ON TRACK

QUARTER 2, MONTH 4

Northstar is moving from founder-centered coordination toward a more explicit enterprise system. Progress is strongest in escalation discipline and strategic time. The next constraint is executive team integration: decisions are faster, but cross-functional trade-offs still arrive too late.

EDGEPOINT FOUNDER STUDIO | LIAISON TO MEMBER COMPANY

SIGNATURE DELIVERABLE 04

Adaptive Capacity Dashboard

A measurable view of company outcomes, founder dependency, organizational capacity, Flagship progress, and the enterprise's ability to absorb change.

WHO BELONGS HERE

Founders, co-founders, and founding executives past improvisation.

Members lead funded or revenue-backed companies past initial product-market fit, with enterprise-level complexity: executive hiring, capital strategy, board leadership, cultural scale, AI adoption, or preparation for an exit.

The same six journeys apply across stages. The work is weighted differently for an early scale-up building its first leadership system, a growth company distributing decisions, and a later-stage enterprise preparing for scale or optionality.

THE ROOM, THE METHOD, THE MEASUREMENT

Two kinds of peer wisdom under one roof.

Founders in the same fight this week. Senior executives who solved the later-stage version. Members' own development accelerates through the work of supporting other founders. That is EdgePoint's most distinctive claim, and Founder Studio is where it is put to work.

Behavioral science, not vibes

Assessment, coaching, and diagnosis are grounded in validated instruments and senior faculty judgment. The MRI is a real fact pattern, not a survey of feelings.

Live company work, not curriculum

The Flagship Initiative anchors the year in a decision the founder already has to make. Every workshop leaves a built asset the company can use.

Measured, not asserted

Baseline, midpoint, and year-end reassessment show whether adaptive capacity moved. Reduced founder dependency is the through-line.

THE RESULT

A founder who thinks like a Company Designer. And a company with the systems, leaders, and adaptive capacity to *thrive beyond the founder's direct control*.

MEMBERSHIP BY APPLICATION

Places are limited. Selection is deliberate.

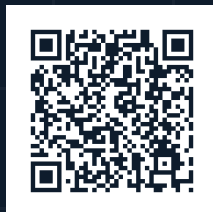
Founder Studio convenes a carefully selected group of founders, co-founders, and founding executives. Begin with a confidential Founder Studio conversation.

START THE CONVERSATION



FOUNDER STUDIO

"Designing companies that outgrow their founders."



LEARN MORE

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