

Your business, drawn as a structure.

Most founders run their business as a to-do list. We're going to draw it as a system: what only you can own, what a machine can run, and where the drag is bleeding your time. By the end you'll have the blueprint. Building it is the next conversation.

01

The principal: the accountable human

Every structure has one load-bearing element. It's you. Name the edge only you have.

FOUNDER

YOUR UNFAIR EDGE • THE THING THE BUSINESS IS BUILT AROUND

02

The core split

Two lists. Be honest about which side each thing really belongs on.

LOAD-BEARING • KEEP

What only you can own

Judgment, taste, relationships, the final call. The things that stop being yours the moment you delegate them.

SYSTEMS • OFFLOAD

What an operator can run

Repeatable, rule-shaped, or drafts-then-you-approve. Everything you do because no one else does it, not because only you can.

03

The function map

Go function by function. Who runs it today, who should, and where it's costing you.

FUNCTION	YOU	OPERATOR	WHERE THE DRAG IS
Sales & outreach	☐	☐	
Marketing & content	☐	☐	
Delivery & fulfilment	☐	☐	
Operations & admin	☐	☐	
Finance & numbers	☐	☐	
	☐	☐	

04

The build order

Which operator earns its keep first. Biggest drag, or biggest revenue unlock. Pick three.

1

2

3

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