

Foundry founding team

WHY WE EXIST

Find out whether anyone will pay for this before the money runs out. We exist to learn faster than we spend: build the smallest thing that tests the riskiest assumption, put it in front of real users weekly, and be honest about what we hear.

WHAT WE VALUE

- **Speed.** We prefer a good decision today to a perfect one next month.
- **Learning.** We treat mistakes as tuition and share what they taught.
- **Ownership.** Every piece of work has one name on it.

HOW WE WORK

- We ship something to a real user every week, however small
- Founder disagreements get 24 hours, then the owner of that area decides
- Bad news travels fastest: misses are shared the day we know
- We write down the assumption before we build the feature
- Equity, money, and workload get a standing monthly conversation, not a crisis one

WHO HOLDS WHAT

Product founder	What we build next, and what we say no to
Commercial founder	Users, revenue, and the runway maths
Technical founder	How it gets built, and which debt we accept

HOW WE DECIDE

One owner decides, after hearing the team. Fast and accountable. Each decision names an owner who gathers input, decides, and explains the call.

WHEN WE MEET

- **Daily check:** 10 minutes, async or standing: yesterday, today, stuck
- **Weekly retro:** Fridays, 30 minutes: what we learned, what we change

HOW WE'LL KNOW IT'S WORKING

- Ten paying customers by the end of the quarter
- Every feature traces back to an assumption it tested
- The runway number is reviewed monthly and never surprises us

Review: Monthly for the first quarter, then quarterly

AGREED BY