



# *The Founder Studio*

*by Clarity and Ledger*

**PROGRAM OVERVIEW**

***2026 Founding Cohort***

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*Where your foundation is built.*

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***Welcome!***

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**The Clarity & Ledger Founder Studio is a premium hybrid business development experience designed to help founders build a legitimate, professional, and revenue-ready business foundations.**

**This is not a motivational program.**

**This is a structured studio-style experience built for execution.**

**Founder Studio was created for founders who are ready to stop piecing business ownership together and start building with clarity, systems, and strategy from day one.**

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## *The Founder Studio Mission*

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**Founder Studio exists to help founders build businesses that are:**

- 1. Structured correctly**
- 2. Financially organized**
- 3. Professionally branded**
- 4. Operationally prepared**
- 5. Positioned to grow and scale**

**Our goal is simple:**

**Clarity, Execution, and Elevation.**

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## *Program Outcomes*

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**By the end of Founder Studio, you will have:**

- ✓ a legally structured business foundation
- ✓ a clear business identity and positioning
- ✓ a polished brand presence
- ✓ a website and professional email
- ✓ a real offer and pricing strategy
- ✓ financial tracking systems installed
- ✓ a 30-day launch plan ready to execute
- ✓ confidence and structure as a founder
- ✓ a community of founders and trusted resources

*What's included in the investment cost?*

## **Studio Sessions + Build Days**

- Weekly guided implementation sessions
- Hands-on build days designed for real-time execution
- Structured deliverables and accountability checkpoints

## **Business Foundation & Compliance Support**

- Business name clarity + structure guidance
- State registration guidance and filing support
- EIN setup support
- DUNS setup support
- NAICS code identification
- Compliance and business foundation checklist

## **Branding & Business Identity Development**

- Mission, vision, values support
- Brand positioning guidance
- Brand color + font selection
- Canva brand kit setup
- Professional brand consistency strategy

## **Website + Digital Presence Build Support**

- Domain purchase guidance
- Professional business email setup support
- Website and landing page development guidance
- Credibility and business presence setup support



*What's included in the investment cost?*

## **Offer Creation + Launch Readiness**

- Offer development + service/product packaging
- Pricing strategy support
- Target audience identification
- Customer validation + pre-launch surveys

## **Financial Organization & Systems Setup**

- Business banking readiness guidance
- QuickBooks setup guidance or tracker system installation
- Invoicing and payment processing setup support
- Financial tracking structure and business organization
- Guided setup for tools such as Calendly, Canva, Mailchimp/Flodesk, and more
- Productivity workflows and organization systems
- Template vault + scripts + checklists
- Partner Network Access

## **Access to vetted professionals in legal, tax, branding, bookkeeping, marketing, and funding readiness**

- Pitch deck draft support
- Pitch coaching and presentation guidance
- Pitch Night Showcase and Graduation experience



## *Important Note About Business Expenses*

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**The Founder Studio is designed to help you build your business correctly and professionally from day one. As part of business ownership, founders should expect to invest in standard business setup tools and fees.**

**The Founder Studio provides the guidance, structure, and execution support—while founders are responsible for paying third-party costs directly.**

**This ensures every founder can choose tools that match their budget, business needs, and long-term goals.**

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*Business Expenses  
Founders Pay Separately*

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**Depending on your business level and your state,  
founders may need to pay for:**

**State & Legal Filing Fees**  
**Domain + Website Expenses**  
**Email + Communication Tools**  
**Accounting + Business Tracking Tools**  
**Marketing + Automation Tools**  
**Virtual Address / Business Presence**

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*Founder Studio includes direct guidance and access to a preferred Virtual Address Partner.  
Virtual address services are optional and paid separately*

*Registered Agent*

*Registered agent services are not included in Founder Studio enrollment. However, founders will receive education and vetted partner recommendations for selecting a registered agent based on their business needs.*

**CLARITYANDLEDGER.COM**



## *The Value*

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**Founder Studio is not about giving you a list of steps.**

**It's about ensuring those steps get completed with structure, accountability, and expert guidance—so your business is built correctly from the beginning.**

**The Founder Studio is where foundations are actually built!**

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*Ready To Apply?*

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**Founder Studio is designed for founders who are ready to build their business with intention and execution.**

**Apply Now, applications are open!**

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