

The Founder Canvas.

Everyone canvases the idea. This one canvases the founder.

VENTURE

FOUNDERS

DATE

VERSION

v0.9

The mission

Why you, why this, why now?

The problem you are unreasonably qualified to solve · what you know that others don't · why the timing works

1

THE PEOPLE

Founders & equity

Who's building this, and who owns what?

Roles & decision rights · skill gaps · the split, vesting & cliff · the hard conversation, had or dodged

2

Skin in the game

What are you actually risking?

Personal runway in months · hours per week, honestly · what's at stake at home · your walk-away line

3

The bench

Who fills the gaps you can't?

Advisors who've done it · first hires & when · fractional & outsourced pieces · lawyers, accountants, mentors

10

Milestones

What must be true in 90 days? In 12 months?

The next fundable milestone · 90-day commitments, each owned by a named founder · the 12-month picture an investor would back

11

THE MACHINE

The company

Would you survive due diligence?

Entity & jurisdiction · who owns the IP, actually · founder agreements · the boring paperwork that kills deals

4

Money in

Where does the fuel come from?

Bootstrap, angels or pre-seed · how much, from whom, by when · what the raise buys · plan B

5

Money out

When do you hit zero?

Monthly burn · the zero date · the three things worth spending on · the ten that can wait

6

THE PATH

The wedge

What's the smallest thing you'll build?

The slice that tests the riskiest assumption · build, buy or no-code · who builds it · weeks, not months

7

Proof

What does the evidence say so far?

Demand signals to date · the riskiest assumption standing · the next cheapest test · what 'validated' means

8

First customers

Who are the first ten, by name?

The specific person with the problem · where they gather · the motion that reaches them · the anti-customer

9

Kill criteria

What would tell you to stop?

The signals that mean pivot or stop · the date you'll review them · who holds you to it

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