



## **Welcome to the first ever LIVE cohort of FounderLab**

*Time Sensitive - 15 Spots Only  
Accepted In Order Of Application*

### **What it is:**

- A 6-week incubator for early-stage online businesses who want to grow to 10k / month (and beyond)
- Not a course; an *incubator*
- Build in real time

*By the end of 6 weeks, you will have the foundations of a business that can grow to \$10k/month (and beyond).*



## **The first time I've ever shared my system:**

- Generated 8 figures since 2010
- Took every coaching client I work with to 6, 7, and 8 figures
- Biggest client doing \$20M/year right now

***“High-level business coaching finally made accessible to early-stage founders.”***

## **Who it's for:**

- Early-stage businesses (0-10k / mo)
- Just getting started
- Started, but struggling to gain traction
- Pursuing info, coaching, or service business (or still deciding)

## **Who it's NOT for:**

- Software
- E-commerce
- Influencer brands
- Faceless businesses
- Window-shoppers

# What's Included...



## The 6 Week FounderLab Program

- Saturdays @ 10 am EST
- 2 hours of live coaching, implementation, and Q&A

## Powered by FounderDNA:

- Proprietary AI system
- Analyzes your natural business strengths & personality patterns
- Makes strategic recommendations
- Builds your business & marketing assets – rapidly and effectively

*Right now, the online business world is being rewritten by AI...*



**Victor Torres**

Path Member

21h

Posted in The Insight Log

# 1st Thoughts on FounderDNA+

Holy fucking shit



## Week 1: BusinessDNA

- Analyze your natural strengths, zone of genius, working style
- Identify your best-fit business model
- Select your specific target market
- Build your foundation the right way, from the start



*“Without this you could be fighting against yourself for years, constantly spinning your wheels.” - Mason Vranes*

## Week 2: CustomerDNA

- Deep customer analysis
- Pain points, desires, beliefs, objections, values
- Craft a magnetic marketing message that makes customers say “holy sh\*t this is what I’ve been looking for.”



*“Oh my god dude...  
**This is a cheat code.**”  
- Sebastian Robeck,  
8-Figure CMO*

## Week 3: OfferDNA

- Develop a signature offer that can scale to \$10k/mo (and beyond)
- Deeply desirable to your customer, and fully deliverable by you
- AI will help design your offer, your positioning, and your pitch.



Ended up at \$34k yesterday,  
\$60k in last 7 days

Im not complaining lol

Was surprised how big of an  
impact real urgency had

*“Get this right, and everything else becomes easy.”*



## **Week 4: ConversionDNA**

- Build your conversion mechanism (aka. “funnel”)
- Perfectly matched to your strengths, your model, your market, and your offer
- AI writes your copy, designs your pages, and creates your marketing assets

*“Build a funnel that is easy to run and actually converts – without being pushy or salesy.”*

## **Week 5: GrowthDNA**

- Design a proven lead generation system
- No posting 3x/day on 5 platforms
- Execute *one focused strategy* that fits your strengths, your model, your market, and your offer.

*“Attract leads & customers on command – without chasing attention.”*

## **Week 6: LaunchDNA**

- Test, finalize, and go live
- Launch a fully-validated business and start seeing momentum immediately

*No more second guessing, hesitating, or pivoting. You'll know you're on the right path because you'll already be growing.*

## **The Curriculum:**

- Week 1: BusinessDNA (*you*)
- Week 2: CustomerDNA (*who*)
- Week 3: OfferDNA (*what*)
- Week 4: ConversionDNA (*how*)
- Week 5: GrowthDNA (*where*)
- Week 6: LaunchDNA (*when*)



## **FounderGPT**

### **Your fully-trained AI copilot**

- We'll train the FounderDNA AI on...
  - Your voice
  - Your customer
  - Your offer
  - Your marketing
  - Your business
- Creates all of your marketing assets
- Provides strategic guidance
- Runs on ChatGPT or Claude
- No additional monthly cost

*Like having a full-stack marketing team & strategic business advisor in your pocket.*



## **FounderOS**

### **Your Mission Control Center**

*(powered by Notion)*

#### **1. The Workspace**

- All of your tasks, organized & scheduled in one place
- No more chaos or guesswork; perfect clarity, streamlined focus.

#### **2. The Scoreboard**

- Track all of the critical metrics of your business in a single glance
- Make decisions based on clean data, not guesswork or vibes

#### **3. The Second Brain**

- Store and organize all of your ideas, insights, projects, research, etc
- Finally, a single, organized system that keeps track of *everything* you're building.

*The exact system I've used to run my business for over a decade.*



## **FounderHQ**

### **Your 24/7 Support Team**

#### **Our Private Community:**

- Built exclusively for this 6 week incubator
- Get ongoing coaching from me between live calls
- Ask questions and get real-time feedback fast, when you need it
- Accountability so you never fall off track

*Fewer mistakes, stronger ideas, tighter execution, faster growth.*



**Here's everything you're getting...**

**1. FounderLab (Powered by FounderDNA)**

- Our live 6 week program

**2. FounderGPT**

- Your fully-trained AI co-pilot

**3. FounderOS**

- Your all-in-one business control center

**4. FounderHQ**

- Our private 24/7 community

*FounderDNA designs your business.*

*FounderGPT builds it.*

*FounderOS runs it.*

*FounderHQ supports you every step of the way.*



**Exclusive to FounderLab Cohort #1**  
*(will never be offered again)*

**Your Private 1 on 1 Launch Call:**

- Fine-tune your strategy and your marketing
- Develop your long-term growth plan
- Ensure you're ready to scale to \$10k/month and beyond

**Normally \$2,500 per call**  
(with 6-call minimum commitment)

*You're getting access to FounderLab **plus** one on one coaching for less than the cost of a single call.*



## If Your Application Is Accepted...

### Your Investment Includes:

- FounderLab (*live program*)
- FounderGPT (*AI system*)
- FounderOS (*dashboard*)
- FounderHQ (*private community*)
- Private 1 on 1 Coaching Call

Will Be: \$3,500

**Today: \$1500**

(or 3 x \$600)

*\* Remember, FounderLab is a tax write-off for your business.*





## **There Are NO Guarantees Of Success**

(this is entrepreneurship;  
certainty doesn't exist)

### **My No-Money-Back Guarantee:**

- I am investing a huge amount of one on one time into this program (and I don't work for free)
- If you put in the work, and still need more help, you can attend FounderLab cohort #2 (will be \$3,500) at no cost.

*If you need a money-back guarantee to feel comfortable, please do not apply.*

**Running a successful online business  
turned out to be 10x better than I thought it  
would be...**



**...But it's also *different* than I thought it  
would be.**

*It took more work than I thought it would,  
it took longer than I thought it would,  
and it's harder than I thought it would be.*



**If You're Ready,  
Apply Below Now**

*Limited to 15 spots.  
First to apply get first priority.*