

THE 5 FOUNDER DELUSIONS.

Why scalable companies
stagnate.

**"The
product
will sell
itself."**

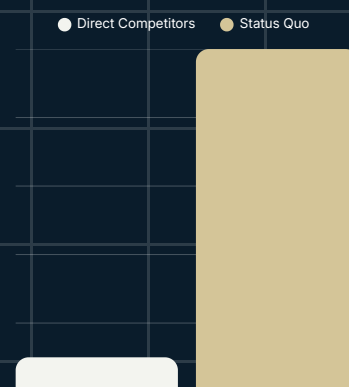
**Distribution >
Product.**



**The market
rewards
visibility, not
just utility.**

"We
have no
competi
tion."

Your rival is
Inertia.



You are
fighting the
customer's
habit of doing
nothing.

**"A VP
Sales
will fix
revenue."
"**

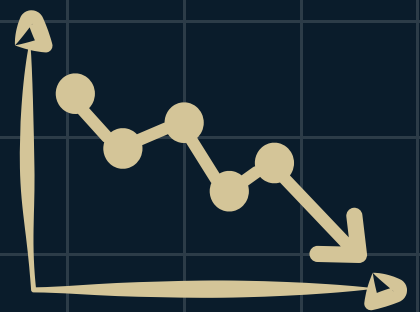
**You cannot
outsource
Product-
Market Fit.**



**Founders
must build the
sales
playbook
before
handing it off.**

"Monetization comes later."

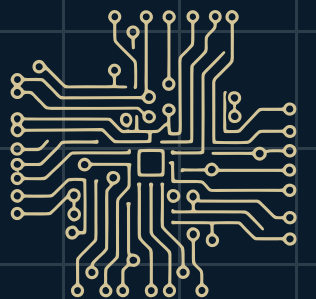
Unit Economics First.



Scaling a loss-making process only accelerates failure.

"Too
busy to
docume
nt."

Undocumente
d processes
are
unscalable.



You are
building a job,
not an asset.

Scale Requires Truth.

- ✓ Build Distribution Channels.
- ✓ Fight the Status Quo.
- ✓ Founder-led Sales first.
- ✓ Positive Unit Economics.
- ✓ Document to Delegate.

Follow Stratisian for scalable frameworks.

STRATISIAN

Strategy.
Structure.
Scale.
