

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.

● Direct Competitors ● Status Quo

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

"A VP
Sales
will fix
revenue."

You cannot
outsource
Product-
Market Fit.

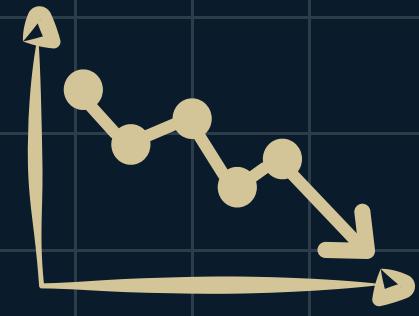


Founders
must build the
sales
playbook
before
handing it off.

"Monetization comes later."

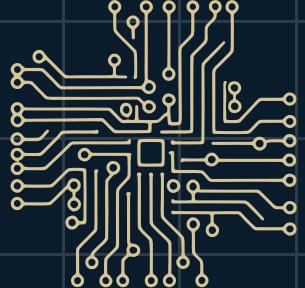
Unit
Economics
First.

Scaling a
loss-making
process only
accelerates
failure.



"Too
busy to
docume
nt."

Undocumented 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 Stratistian for scalable frameworks.

STRATISIAN

Strategy.
Structure.
Scale.
