



# The Founder Prenup



**CARBON**  
LAW GROUP



# Align Your Startup for Success with the Founder Prenup



Starting a business is an exhilarating experience filled with vision, ambition, and a shared passion. But as your journey progresses, decision paralysis often sets in. Conflicting visions, clashing work styles, and unresolved tensions can stall even the most promising ventures.

The Founder Prenup is designed to address these challenges early, ensuring that all founders are on the same page regarding their vision, roles, and decision-making processes. Our comprehensive tool comprises two essential elements: the Wild Wisdom Quiz and the Strategic Alignment Quiz. The combination of these tools helps create a cohesive, productive, and legally sound team dynamic.

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## What is the Founder Prenup?

The Founder Prenup is a set of personality assessment quizzes, business strategy workshops, and legal consultations sessions aligning co-founders by setting clear roles and rules. It helps in addressing conflicts upfront, ensuring long-term business success and collaboration.



The process consists of following elements:

- 1. Wild Wisdom Quiz:** This personality assessment uncovers each founder's spirit animal, revealing their strengths, weaknesses, and compatible working styles. The insights guide role allocation and enhance team dynamics. For instance, an Owl represents analytical and strategic thinking, while a Dolphin embodies creativity and collaboration.
- 2. Strategic Alignment Quiz:** Building on the Wild Wisdom results, this quiz focuses on the operational terms that are critical to your business, covering roles, responsibilities, decision-making, and conflict resolution strategies.
- 3. Business Strategy Sessions** - Business sessions tailored for your core team led by experienced coaches who work with your team to enhance cohesion, define communication methods, and develop effective collaboration techniques.
- 4. Legal Consultation** - Consultation sessions where the insights from the quizzes are formalized into a legally binding Founder's Pledge. This agreement covers essential aspects like equity distribution, vesting, and exit strategies, ensuring your business is protected from the start.

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## How does it work?

- 1. Take the Wild Wisdom Quiz:** Complete the personality assessment to determine their spirit animal and working style.
- 2. Invite your co-founders:** Invite your co-founders to take the personality assessment.
- 3. Get Personalized Reports:** Founders receive detailed reports outlining strengths, challenges, and collaborative traits.
- 4. Complete the Strategic Alignment Quiz:** After identifying personalities, each founder takes the operating terms quiz to define roles and responsibilities.
- 5. Schedule Strategy Sessions:** Our business coaches will lead strategy sessions to align the team's vision, values, and communication methods.
- 6. Collaborate with Our Legal Team:** The final step involves working with our legal experts to create a Founder's Pledge that reflects your shared values, goals, and operational framework.



Don't leave your startup's success to chance. The Founder Prenup ensures your founding team is aligned from the start, preventing costly conflicts and enabling your business to thrive. With a combination of personality insights, strategic alignment, and legal guidance, this tool helps you build a solid foundation for growth and success.