

Systems for the Strategic Self

You raised the round. The money reached the account. Now every hiring plan, product bet, and board meeting asks a question your pitch deck cannot answer: what can this company responsibly afford to do next?

The Founder CFO is a financial operating system for the non-finance founder between rounds. It replaces reactive bank-balance checking with three connected disciplines: the metrics you track, the rhythm in which you review them, and the decisions those numbers must inform.

You will learn to:

- Separate cash, revenue, and profit before they distort a decision.
- Build a small dashboard around runway, burn, unit economics, and the drivers that matter for your model.
- Install weekly, monthly, and quarterly review rhythms that surface variance early.
- Turn the board pack into a decision document instead of a retrospective performance.
- Use scenarios to test hiring, pricing, and growth choices before cash makes the choice for you.
- Recognize when bookkeeping support is no longer enough and hand the founder-CFO role to the right finance partner.

The result is not an accounting education. It is a working system: a cash view you trust, a driver-based model you can update, a board narrative you can explain, and a ninety-day installation plan that fits the cadence of a real startup.

This is for seed-to-Series-A founders who want to understand the financial story without pretending to be accountants. Calm does not come from a reassuring number. It comes from a reviewable model, a disciplined rhythm, and decisions that show their assumptions.

This book is educational and does not provide accounting, tax, legal, or investment advice. Verify material decisions with qualified professionals who understand your company and jurisdiction.

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