

• A free guide from Ludovic Verbeeck

The software your business needs already exists.

You just have to build it. Here is how business owners build their own custom software with AI, without writing code, hiring an agency, or settling for SaaS that almost fits.

Read it and start at: thefounderbuilt.com

THE PROBLEM YOU ACTUALLY HAVE

The tool that fits your business doesn't exist.

You have a workflow held together with spreadsheets, Zapier, and six browser tabs. Or a tool you have described out loud a hundred times that nobody sells.

It doesn't exist because you are the only one who needs it exactly this way. That used to be a dead end. It isn't anymore.

WHY YOU'RE STUCK

Three doors everyone tries. All three ask you to give something up.

DOOR 1 - GENERIC SAAS

Rent someone else's shape

You bend your business to fit the software, and pay every month for the privilege.

DOOR 2 - THE AGENCY

\$20k and a stranger's product

Four months later you barely understand your own tool. Every change is another invoice.

DOOR 3 - LEARN TO CODE

Two years you don't have

To reach a level AI already passed. The wrong thing to learn now.

THE SHIFT

AI writes the code. You make the calls. You are not the coder. You are the director.

The cost of building software just collapsed. The gatekeepers left the building. What used to take a team and a budget now takes a clear head and the right method.

The person who wins now is not the best coder. It is the owner who knows exactly what the business needs, and can direct the build.

From "I wish this existed" to live, in four weeks.

WEEK 1

Write your project brief in five minutes.

Answer ten plain-English questions about your business and the tool you want. Out comes a context file that makes your very first AI session productive, instead of a blank screen.

EVERY WEEK

A 40-minute call with me to unblock you.

Self-paced files do the teaching. The weekly call does the unsticking. Bring what you are stuck on and we fix it live, so you never stall for a week on one error.

WEEK 3

Ship it live, taking real payments.

Put it on the internet on your own domain and connect Stripe, using the exact hosting setup I run for paying clients. Not a demo on your laptop. A tool your customers can actually use.

WEEK 4

Production-grade, not a toy.

Most people ship something that breaks in production. You will make yours secure, backed up, and legally safe, so it is a real business asset the day it goes live.

THE CATCH NOBODY TELLS YOU

Most people build a toy, ship it, and it breaks in production.

A real business tool has to be secure, backed up, and legally safe. That is the difference between a weekend demo and an asset your business actually runs on.

This is where "just vibe it" falls apart, and where Founder Built is different. Production-grade from the start, not a party trick you are afraid to depend on.

Zero to live in four weeks. Five moves.

1

Decide

Is it worth building, and which tool first.

2

Setup + brief

Your environment, and a context file that makes AI useful.

3

Build

From idea to a working tool on your screen.

4

Ship

Live on the internet, taking payments.

5

Protect

Secure, backed up, legal. A real asset.

PROOF

What "built" actually looks like.

Support

Dunning

Payments

A client-ops platform

The kind of system agencies charge five figures for. Built and running a real business.

Upload art

Pick style

Pay

A print-on-garment order app

Customers upload artwork, place it on the garment, and pay. Your exact process, not a marketplace's.

Real tools. Live. Earning. Built by owners who do not write code.

THE PROGRAM

Founder Built

The 4-week program that walks you through the whole arc, from "should I build this" to a live, protected tool.

\$997 one time

Want it more hands-on? After the program I can set up your environment for you, build alongside you, or build the whole thing for you.

- ✓ Self-paced files and instructions you download and keep
- ✓ One 40-minute call with me every week, to unblock you
- ✓ The quiz that writes your project brief on day one
- ✓ Deploy and payments setup (Hetzner, EasyPanel, Stripe)
- ✓ Security, backups, and GDPR, so it is a real business asset

YOUR FIRST MOVE

Answer 10 questions. Get your project brief.

The quiz turns what is in your head into a context file that makes your first AI build session productive. It is free, and it is the fastest way to see how this works.

Start at: thefounderbuilt.com

Founder Built - by Ludovic Verbeeck

Build the tool your business actually needs.