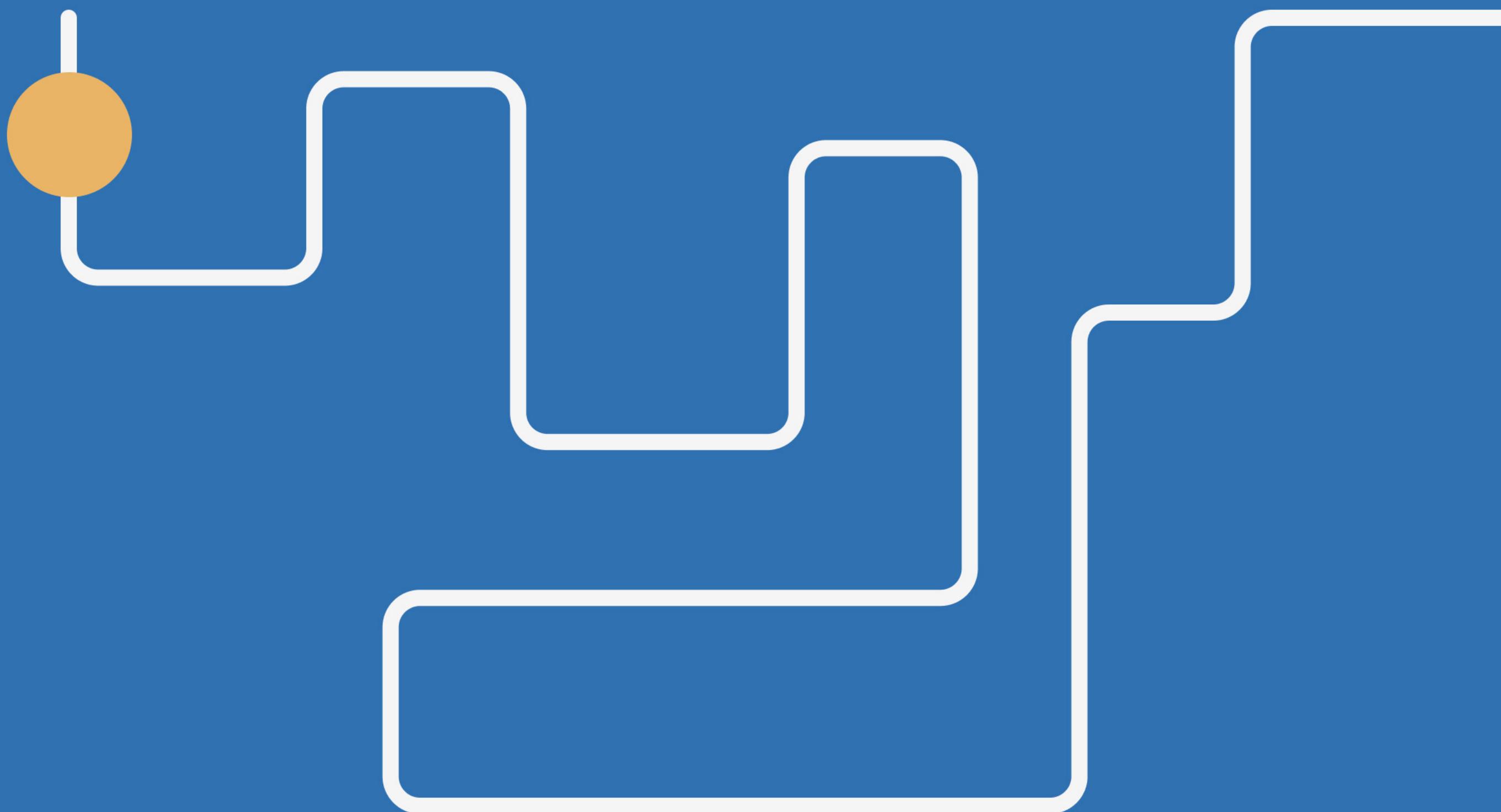


If I Was
Going to
Build a
Venture
Studio....

Here's how I'd start and the frameworks that I would use

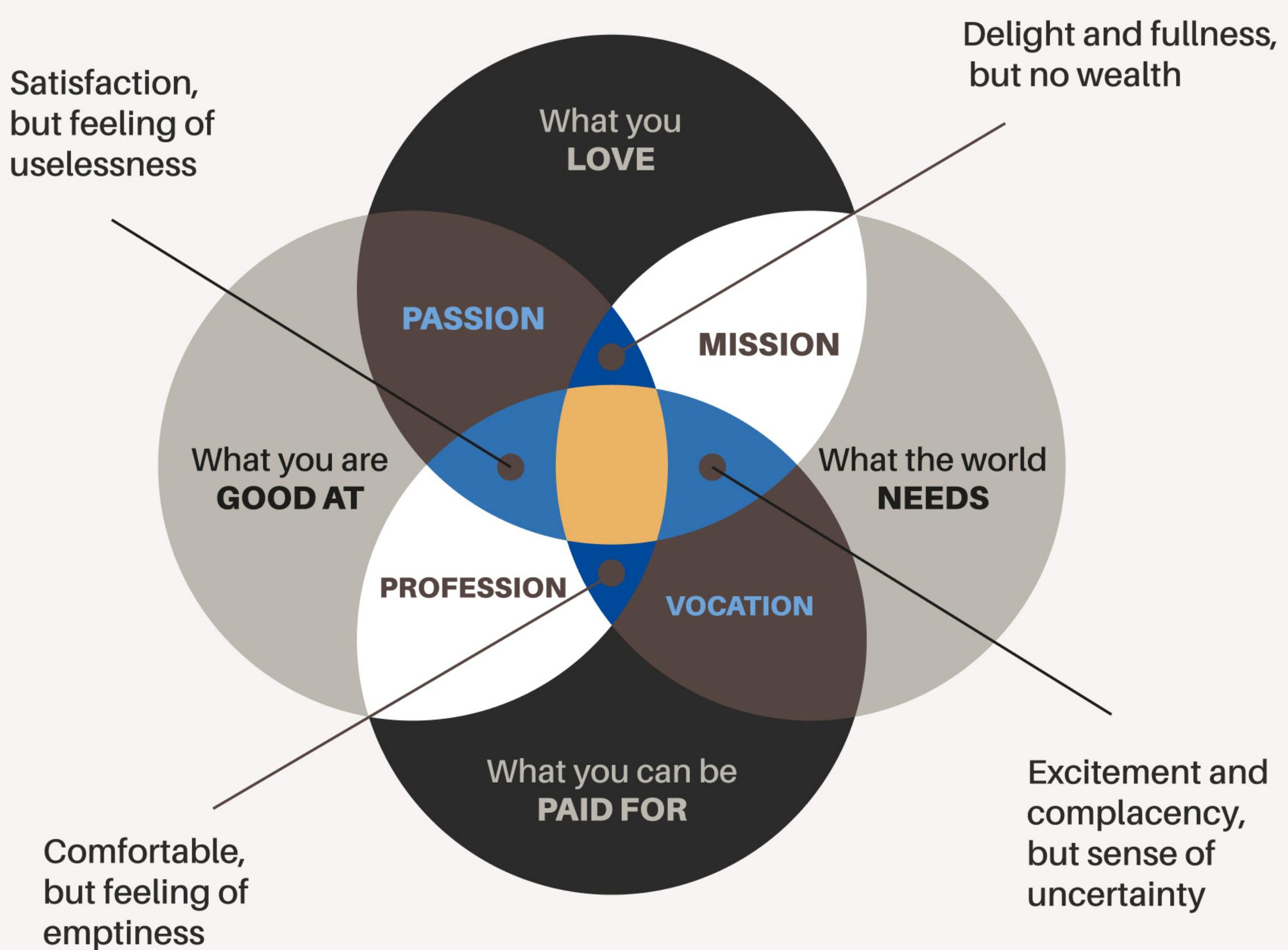


Before anything, I would answer these 4 questions

1. What do you love? (Passion)
2. What are you good at? (Vocation)
3. What does the world need? (Mission)
4. What can you be paid for? (Profession)

And would find an answer that
would resonate with all 4 of them

This is based on the ikigai model, and it will allow us to define our studio's north star



(Our studios north star will later on influence every strategic decision within our studio)

With our north star defined, we can now start defining the core of the studio

Based on these 4 key elements

1. Thesis:

What are the strategic elements and focus of the studio? What do you want to achieve?

2. Team:

**Who are the studio founders?
The network and skills they bring**

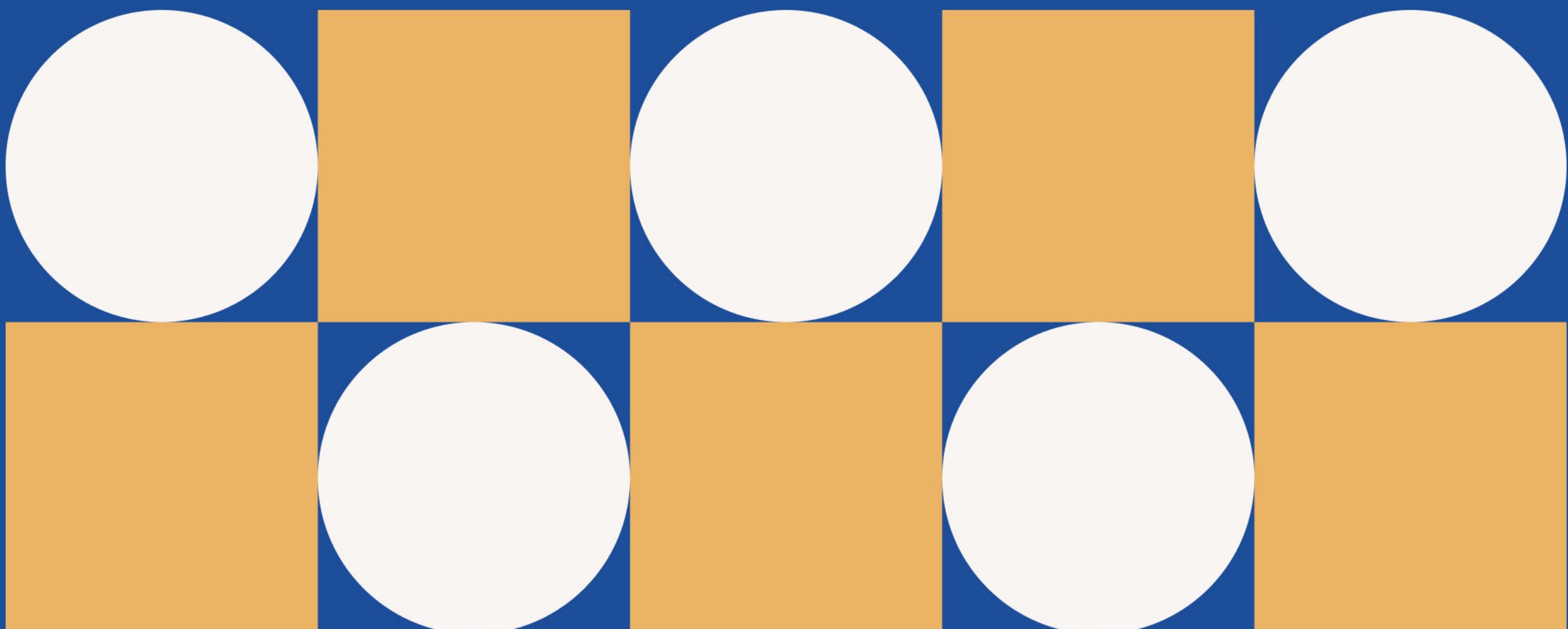
3. Founder role:

What are the founder roles(s) we will play
(Founder, Cofounder, Late Cofounder, or Refounder)

4. Customers:

**Who exactly makes up
the four customers of a studio?**
(Investors, Staff, Entrepreneurs, and Follow on Investors)

After getting clear
on those 4 elements,
I'll move into the
10 high-level studio
design dimensions



These 10 aspects define in broad strokes the operation of a studio.

(Watch out for how these factors influence overall operations, budget, team size, and customer needs)



1. Focus

What types of companies will you focus on?
Industry, techs, etc.

2. Idea sourcing

Where will ideas come from,
and how will they be validated?

3. Corporate

Will you involve corporations as investors,
build sponsors, or as studio customers?

4. Volume factor

What is the target pace of company creation?
Will it provide enough proof points quickly
enough to raise additional funding?

5. Guild factor

Is talent just in the studio, just the portfolio companies,
or shared, and to what degree?

6. Funding

How much initial funding is provided, and where does it come from?

7. Time

How long will the studio support companies that it creates?

8. Structure

What is the legal structure of the studio? HoldCo, single fund, and dual entity are the most common.

9. Control

How is ownership and decision control split while the portfolio company is in the studio? Strong studio control is one of the biggest factors for the success of the model.

10. Equity

How much equity is taken by the studio, and how is it structured?

**After I've laid
the foundation and
have designed my
high-level studio
design dimensions...**

I'll then move into my
"deep design aspects", the 25 design
factors that are critical for design
analysis and due diligence

These 25 deep design aspects include

Studio Founders

Target Fund Size

Build Strategy

Target Investors

Founder Roles

Legal Structure

Ideation Source

Exit Strategy

Industry Focus

Follow-On Focus

Co-Creation Partners

Portfolio Company
Funding

Target Entrepreneurs

Control

Geographic Focus

Ownership

Pace of
Company Creation

Technology Focus

Support Time

Business
Model Focus

Core Operations
Support

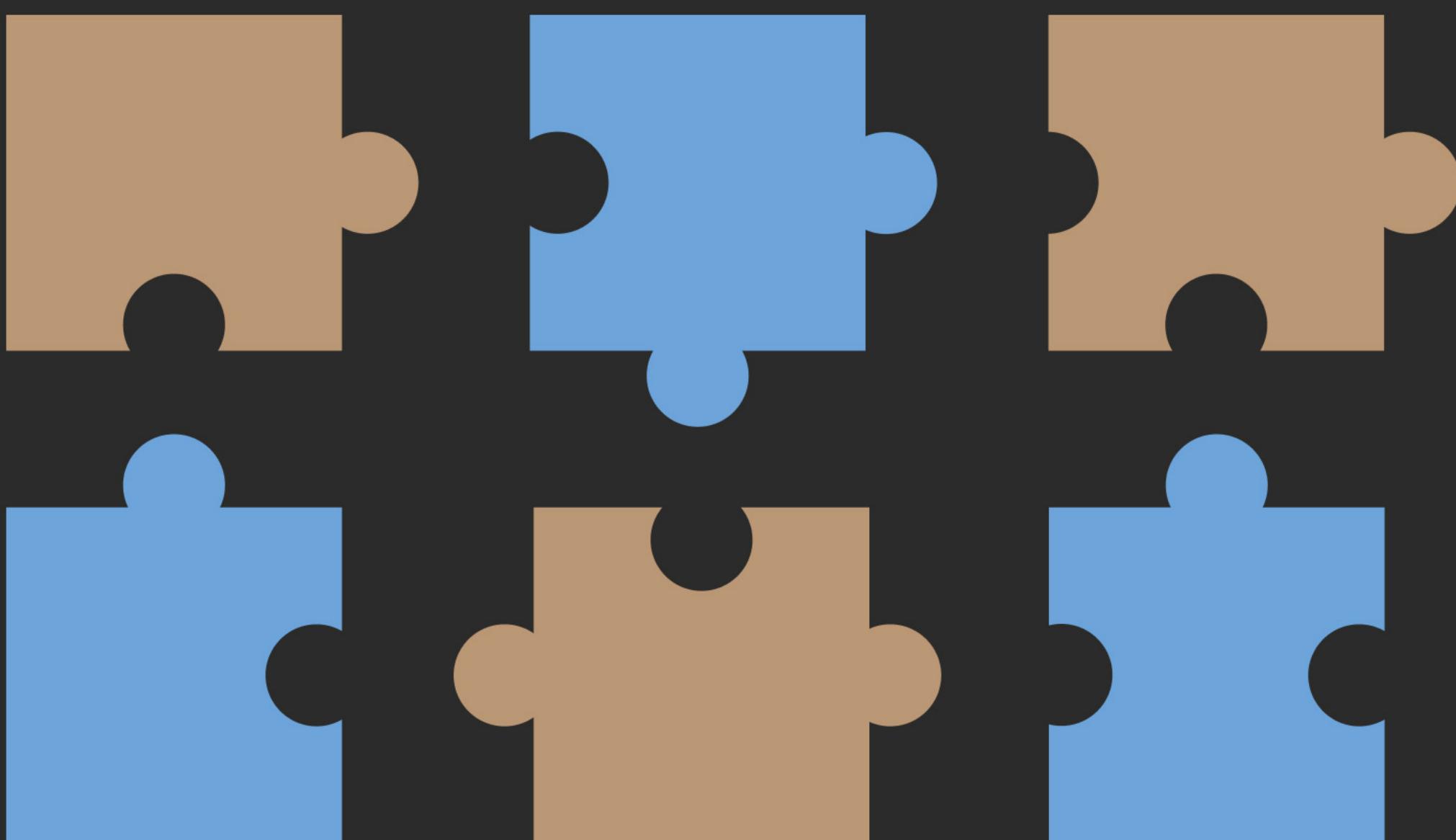
Customer Focus

Team Distribution

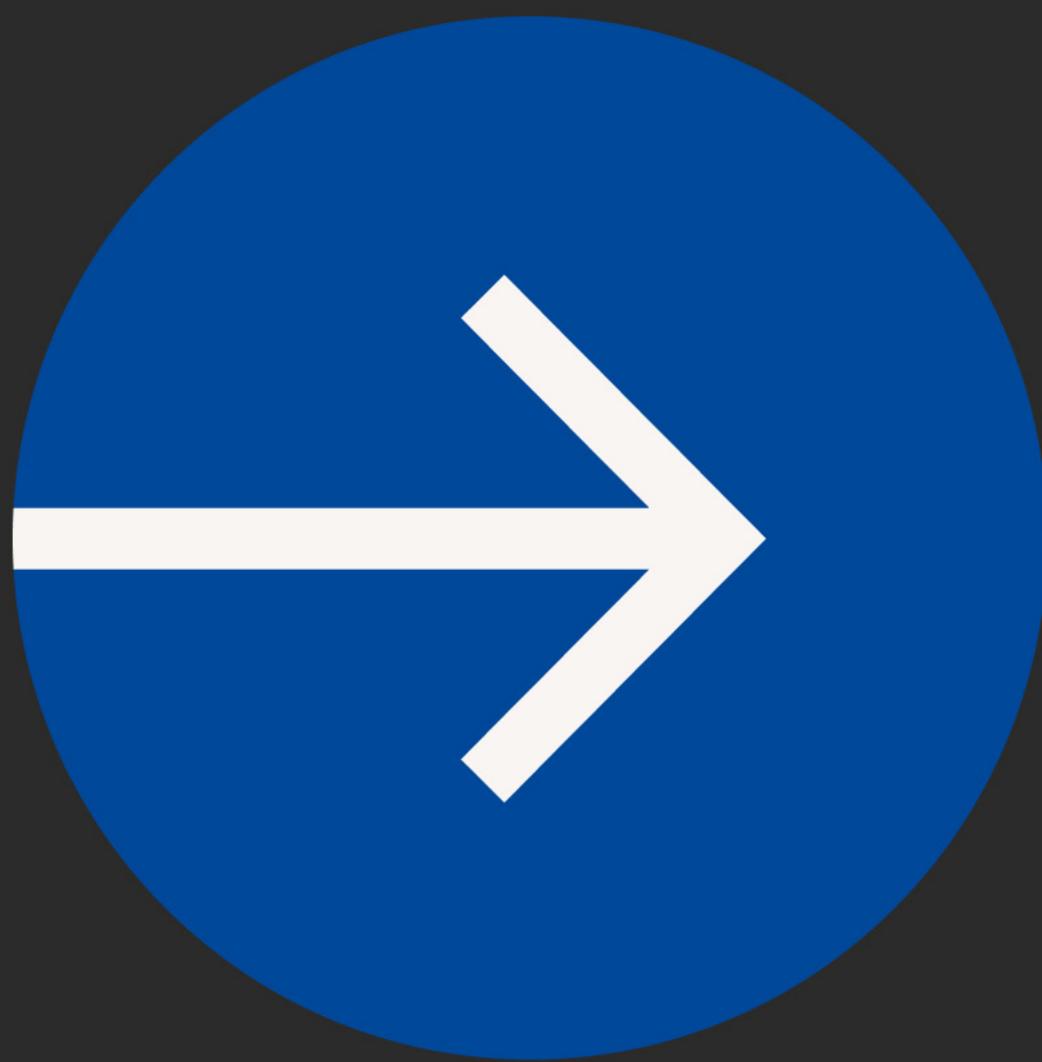
Team Location

Ecosystem Integration

Behind each one
of those aspects are
often legal documents,
operations playbooks,
defined processes,
and financial models.



Which goes to show that...



If a startup is considered hard...



Building a company
to produce many
companies in parallel
is exponentially
more difficult.

