

A LECTURE FOR FOUNDERS



The Founder's Sequence

The 7P Framework of Entrepreneurship – a coherent system for the founder at the very beginning.

TEACHING FROM THE E-BOOK BY DR. ÖZGÜR ZAN

[7PFRAMEWORK.COM](https://7pframework.com)

Who is Dr. Özgür Zan?



THE PROBLEM

Most startup advice is right — and arrives in the wrong order.

Books, podcasts, accelerators, angels with opinions — all eager to tell founders *what* to do. Most of it is correct on its own terms. But disconnected from everything around it, and out of sequence, even good advice fails.

What founders need is a coherent view of the whole system — **then** conclusions about what to do, and when.

OVER TO YOU

Before the framework — what would **you** put on the board?

You're starting from zero. Name the things a founder must get right — in the order you'd tackle them. Let's fill these in together.

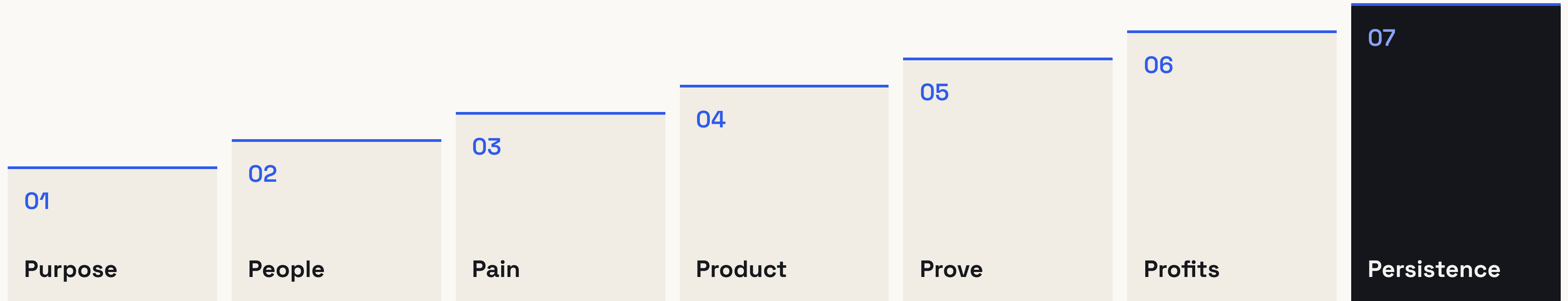
A staircase diagram consisting of seven steps, each represented by a dashed rectangular box. The steps are arranged in an ascending staircase pattern from left to right. Each step is labeled with a two-digit number in the top-left corner: 01, 02, 03, 04, 05, 06, and 07. In the center of each step is a large blue question mark. The boxes are arranged such that each subsequent step is higher and further to the right than the previous one.

One hint — in this framework, all seven begin with the same letter: **P**.

THE SEQUENCE

Seven steps, in order.

Like a staircase, you cannot skip one and expect to arrive safely at the top.

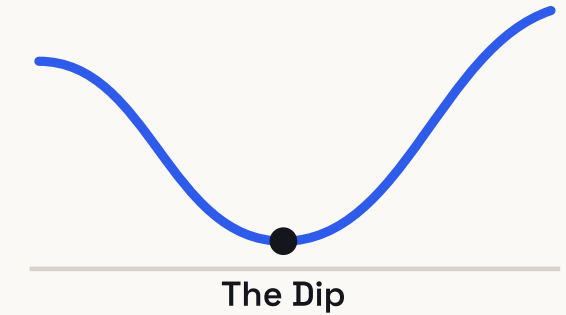


Why → Who → What → How → When A compass, not a contract.

Built for the founder — before the company exists.

	McKinsey 7-S	7P Framework
Designed for	Fortune 500 companies	Founders with a dream and a laptop
State of the company	Assumes it already exists	Starts at zero
Core goal	Scale what you have built	Build what does not yet exist
Focus	Internal organisational alignment	External founding sequence & validation

Every founder meets the Dip. The wrong sequence decides who survives it.



Without Purpose

Money and status are not strong enough fuel for the Dip. When the launch energy fades, you ask *why am I doing this?* — and if you can't answer, you stop.

Without validated Pain

You can build the solution right and still build the wrong solution. **“No market need” explains 42%** of startup failures (CB Insights, 101 post-mortems).

Without Persistence

You stopped one inch from gold. Grit — sustained passion and perseverance — predicts achievement above talent and IQ (Duckworth).

01 Purpose

The reason you start — and the reason you survive.

1999: “Phones will move from ear to eye.”

He read the WAP Forum’s ten-year roadmap — public, on wapforum.org. Four bitter rivals — Ericsson, Nokia, Motorola, Unwired Planet — had built a shared foundation. When rivals cooperate, it means one thing: **they all see the same enormous future arriving.** Everyone else was chasing web projects. He quit, happily.

Once you name your worst case and accept it, it stops controlling you.

Purpose doesn’t make the work easier. It makes the work feel like the only thing worth doing.

Purpose, not passion.

Passion

Emotional and episodic. It spikes at the start and fades when the work grinds. A fire that needs constant fuel.

Purpose

The structure underneath the fire. Lose passion and rekindle it. Lose Purpose and you are lost.

THE PURPOSE EXCAVATION

“I want to be an entrepreneur because...”

Ask **why** seven times. The seventh answer is usually the real one. Test it: is it intrinsic, durable, and specific to you?

Free guided version → 7pframework.com/purpose

02 People

Who builds it with you determines whether it gets built at all.

Choose co-founders on character.

THE PRIME CO-FOUNDER FIT

- P** **Passion alignment** — the same passion you have, not a similar one.
- R** **Reliability & integrity** — non-negotiable. First criterion. Always.
- I** **Intentions & dreams aligned** — same bed, different dreams ends badly.
- M** **Match of skills** — cover the gaps you cannot cover yourself.
- E** **Equal commitment** — all-in beside half-in breeds resentment.

THE PROPOSAL I REFUSED

A six-year partner asked me to be a silent partner in a side company — hidden from our third partner. I refused instantly. He'd made the same offer to the third partner, and to his partners before us.

Due diligence: how did their previous partnerships end — and what do former partners say?

03 Pain

Fall in love with the problem, not the solution.

Aspirin or vitamin?

Vitamin — nice to have

Generates interest, not urgency. Nice to solve is not enough.

Aspirin — must have

Generates action — and revenue. It must be necessary to solve.

Urgency

Are people actively solving this now? Workarounds are the strongest signal.

Willingness to pay

Not a survey — a real price in front of a real person.

Recurrence

Does it happen repeatedly? Recurring pain creates sustained revenue.

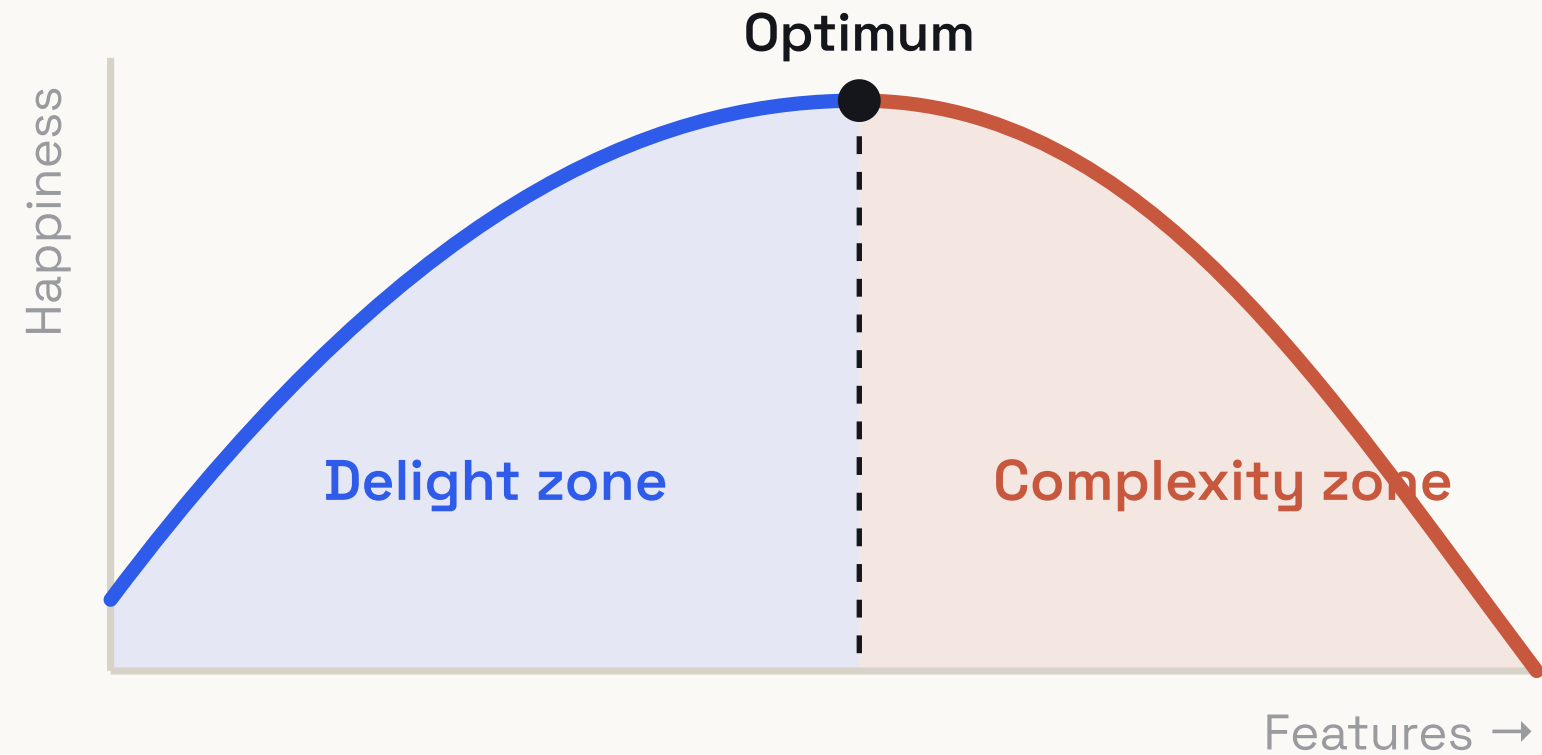
Marty Cagan's HP team built the solution right — over a year, strong press — but attached it to the wrong pain. Almost nobody bought it.

04 Product

Build the right thing first — then build it right.

The discipline to subtract.

THE FEATURE-HAPPINESS CURVE



Past the optimum, each feature costs more than it adds. **More is not better — optimum is.**

“Perfection is achieved when there is nothing left to take away.”

— Antoine de Saint-Exupéry

A profitable, nationally-known chat platform — before Facebook. We never stopped adding features. New users met confusion, then left. It was *authority wearing the costume of democracy*.

Defeating founder-think.

The roadmap belongs to the company, not the loudest voice. Score the idea, not the person — with **RICE**.

R

Reach

How many users does this affect?

I

Impact

How much does it improve their experience?

C

Confidence

How certain are we of the estimate?

E

Effort

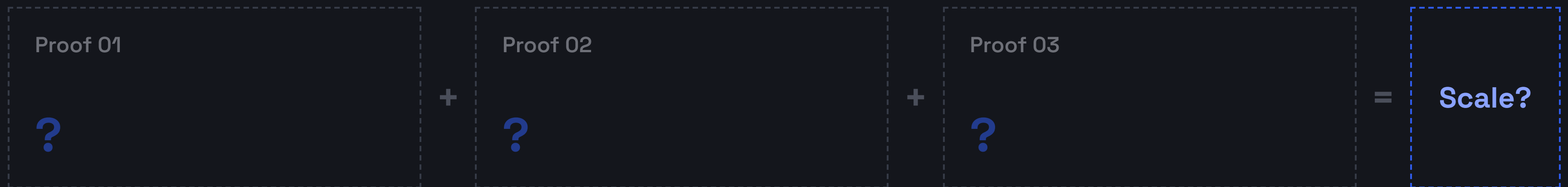
How much does it cost to build?

The premortem Imagine twelve months have passed and the feature failed — then ask why. It reframes doubt as analysis rather than disloyalty, and surfaces the concerns the team would otherwise keep quiet.

OVER TO YOU

What three proofs tell you you're on the right track?

Before you pour fuel on the fire, something has to signal the startup is working. Name the three — we'll put them on the board, then check them against the framework.

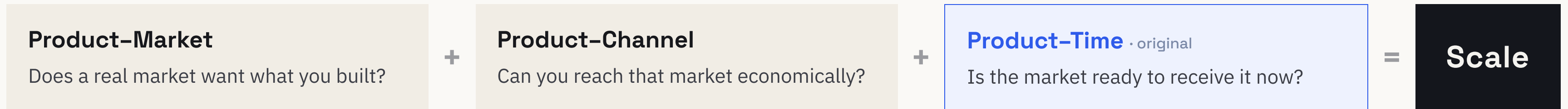


One hint — each one is a kind of “fit.”

05 Prove

The market is the only judge that matters.

The validation formula.

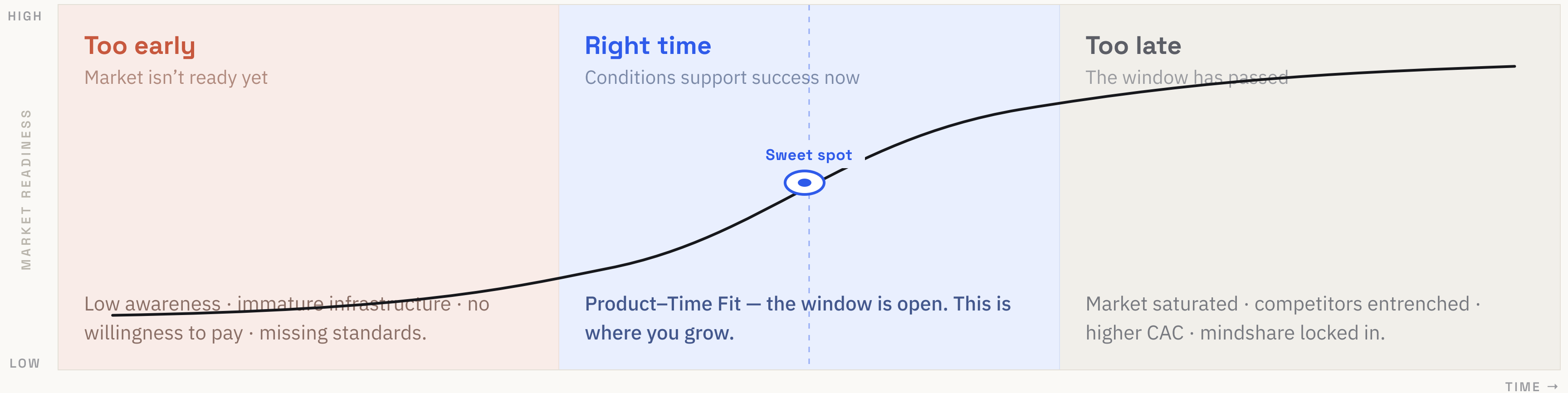


The pivot rule

The market is always right — you can never beat it. When the mathematics contradict your intuition, the mathematics win.

Internal obstacle? Fight it. External? Listen — and pivot.

The window of opportunity.



“Too early” is the same as “wrong.” Shine your headlights too far ahead and you miss the pothole in front of you.

Right idea, wrong time — twice: group SMS before smartphones; smart home before common standards.

A consequence, not an end state.

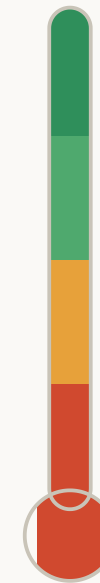
THREE LEVELS OF SUCCESS

- 1 Exit** — meaningful to partners, employees with equity, your ecosystem.
- 2 Market leadership** — the dominant player in your segment.
- 3 Market definition** — you are Coca-Cola, or you are Pepsi.

Musk reinvested his entire \$180M PayPal exit — SpaceX, Tesla, SolarCity. “I had to borrow money for rent.”

THE UNIT-ECONOMICS THERMOMETER

LTV : CAC



Above 3 : 1

Strong, highly scalable

2 : 1 – 3 : 1

Healthy, scalable with caution

1 : 1 – 2 : 1

Barely profitable, high risk

Below 1 : 1

Bleeding cash on every customer

Always use **LTV** (profit-adjusted), never LTR. Revenue without margin is not a business.

The one who lasts beats the best.

Hundreds of talented founders — better ideas, better timing — stopped. What separates the ones who last is the ability to **restore psychologically**: take the blow, feel it, and return to functioning.

The speed of that restoration is the competitive advantage that never appears on a pitch deck.

You will fall. The only question is how quickly you restore. **Then light the candle.**

HOW TO RESTORE

Walk by forest or sea. Chosen aloneness. Read. Get professional help. Emotion is created by motion.

The leadership of the smile: Hüsnü Özyeğin smiled most in his deepest crises — carrying reality without transferring panic.

The goal is not to make it easy. It's to make it **less blind.**

Purpose • People • Pain • Product • Prove • Profits • Persistence

Seven free compasses — one for every step — at 7pframework.com. Use 7P to build. Then use frameworks like McKinsey's 7-S to scale.