

What are solo founders actually building?

70 recurring ideas. From finding the first customer to organizing everyday life.

440 projects mapped 70 waves

01 Find a starting point7 WAVES

From an idea to people who care.

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• Find the first ten users13

• Find a place in project discovery24

• Allocate visibility with bids & credits10

• Make other builders reachable5

• Learn from other builders' work6

• Pair capital with help building the business4

02 Reach the right people6 WAVES

Discovery, distribution and demand.

• Get found in AI answers14

• Connect search research to ongoing optimization5

• Keep prospects & follow-ups moving19

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03 Make & publish8 WAVES

The work behind content and creative businesses.

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• Go from a brief to published content9

• Explain a product with a demo6

• Generate & transform visual assets16

• Create product imagery without a studio8

• Run the business behind an audience5

• Take a manuscript or track to an audience4

• Carry one brand across every surface7

04 Build the product6 WAVES

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• Building material you can keep12

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• Turn company context into reusable instructions3

• Keep work on hardware you control17

• Answers with sources you can inspect6

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• Organize real-world plans10

• Turn remote observations into geographic data3

THE BIGGER PICTURE

Same introduction.
Very different businesses.

Each line is a recurring idea.
The number is its project count.
Explore the examples on the website.