

Talent Kick - Founders Agreement

⚠ This is not a contract. The goal of the founders agreement is to help project/start-up founders asking themselves the right questions and to align on some potentially difficult topics. Each project/start-up is different and therefore the questions are here seen as a guideline rather than a strict check-list.

1. Personal goal of all founders for founding a company

- a. Personal motivation for founding a company? What is our vision?
- b. What are our individual values? What is our individual purpose?
- c. When do we consider the company a success? What is our north star?
- d. What does that goal mean to us in regard to timeline & milestones? Are we in for a 7+ year ride or an early exit?
- e. What does that mean to us in regard to how we want to grow? KMU vs. Unicorn

2. Roles and responsibilities

- a. Who has what role and who is responsible for what?
- b. Do we have all responsibilities clearly defined, are we leveraging the skillsets within the team appropriately? Are all relevant responsibilities covered or do we need to look for more co-founders? Complementary skillsets & [team canvas](#)
- c. Do we understand our own limitations and how do we handle giving up roles and responsibilities, when we can afford to bring new people in?
- d. How are decisions made?
- e. How are conflicts and disputes solved?
- f. How do we handle co-founders leaving? Competition clause
- g. How do we handle brought in and newly developed IP?

3. Personal Situation

- a. How do we finance ourselves?
- b. How much time to we want to give ourselves?
- c. How do we handle first costs?
- d. How do we handle other responsibilities, roles and distractions?

4. Trust and relationships

- a. Did you spend enough time together on a personal basis and effectively working together or do you need to spend more time to make a decision?
- b. Do we respect one another and are we able to communicate openly, honestly and constructively with one another? If not yet, what do we have to do to get there?

What does that mean for... (see following points)

5. Equity, vesting and Investment (always future-oriented)

- a. How is equity shared?
- b. How do we handle adding new co-founder, parting ways or co-founders leaving the company?
- c. How does external funding and the point of time play into this?

6. Commitment

- a. Does any of the co-founders have existing job offers for your time after graduation as backup to the startup? If yes, until when do you need to make a final decision for/against your job offer/startup?
- b. Do you agree to cancel all currently existing backup options and focus on making the path viable for the startup?
- c. How does the timeline of each co-founder's commitment look like?

This agreement captures the spirit in which the team is committed to go in. Discuss if everyone is agreeing on canceling any other existing options aside the startup.

Finally: Did we speak about the most important things for us personally or are there more points to discuss or more time needed to discuss them further?