

EJ • *Entrepreneur's Journey*

Tools for the Modern Entrepreneur.



Entrepreneurs redefine entire market segments singlehandedly. Not by consensus — by seeing a specific problem the market had normalized, and holding a specific fix nobody else would say aloud. Every category that matters — semiconductors, package delivery, streaming media, personal computing — traces back to one person's **unique insight** and the stubbornness to defend it against everyone who said “that’s not how this works.”

EJ was built to protect that clarity. The pitch drafts, the cap-table math, the follow-up cadences, the biz-dev pipeline, the LinkedIn scheduling — every operational chore gets compressed so your day belongs to the insight, not to the paperwork around it. **You bring the talent. We compress the overhead.**

WHO IT'S FOR

Solo founders taking an idea to angel round without a co-founder to bounce every draft off.

Pre-seed teams building the plan + running early ops in parallel — where the CEO also owns fundraising and hiring for the first eight hires.

Second-time founders who've done this manually with spreadsheets and Google Docs, and won't again.

ORION • MARKETING

FOUNDER VOICE

Draft a LinkedIn post

Learned from 47 samples of your writing

“Regulatory work isn’t the friction — the blank page is. We ship first drafts already cited so the reviewer can actually review.”

Schedule

Refine

TZ: America/Phoenix

BUSINESS FORMATION

STRUCTURED CARD

Company details

LEGAL NAME	Basal Technologies
STATE	Delaware C-Corp
FORMED	Aug 2024
EIN	88-XXXXXXX

Save to Vault

✓ Auto-syncing

EVERY FOUNDER TASK, ONE WORKSPACE

The stack, in the shape of the work.

EJ collapses the ten SaaS subscriptions and consulting retainers a solo founder normally accumulates. Each capability is a first-class card with its own **domain-expert persona**— not a chat wrapper over a template pack. Every draft learns your voice from your writing.

● PERSEUS • FUNDRAISING	Pitch coach + 12-slide deck drafter + Pitchdeck Expert critique. Warm-intro request through post-meeting follow-up + live Q&A rehearsal. Investor memory across sessions.
● PEGASUS • FINANCE	3-year P&L financial model, SAFE conversion, priced-round dilution, exit waterfall, vested-shares, retention value. Investor-defensible math.
● ORION • MARKETING	Founder-voice marketing coach + TZ-aware scheduler + Bluesky engagement pull. LinkedIn + X arriving. Every post sounds like you.
● RIGEL • AEO	Answer-Engine Optimization for the LLM-answers era. Brand voice + entity graph + evidence capture — so ChatGPT and Perplexity cite you correctly.
● HIRING COACH	JD drafting, interview-loop design, comp bands, close scripts. Reads your operating plan first — <i>the offer talks about YOUR company</i> , not a template.
● BIZDEV COACH	Partnership pipeline, warm-intro drafting, follow-up cadence. Same voice-fingerprint as Orion so your inbound and outbound sound like one company.
● BUSINESS PLAN CARDS	Formation, Mission, Milestones, Results, Team, Documents, Funding, Operating Plan. Every card is versioned in the Vault.
● DOCUMENT VAULT	Versioned, watermarked, immutable snapshots of every draft you save. Regulatory-grade permanence.

WHAT YOU STOP BUYING

LivePlan · Bizplan · Beautiful.ai · Pitch · Carta · Pulley · Causal · Runway · Finmark · Kruze retainer · Foundersuite · **a fractional CFO for the first eighteen months.**

See bollong.ai for details. Start free with your first pitch draft.