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B2B Solopreneur Needs in

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THE FOUNDER OPERATING MANUAL

GROWTORIA · FOUNDER OS

The Founder Operating Manual

A connected Notion workspace for B2B operators.

VERSION 1.0 · 2026 · CONTACT@GROWTORIA.COM

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Reading time: ~45 minutes cover-to-cover. Setup time: 30 minutes if you skim.

THE FOUNDER OPERATING MANUAL

7 systems every B2B solopreneur needs in 2026

A Growtoria Press playbook · Free edition · v1.0 · 2026

Foreword

You are reading this because you signed up for a free Growtoria download — a checklist, a popup, a footer form, somewhere along the way. We do not assume you remember which one.

What we want you to know upfront: this is not a fifty-page lead magnet that promises a transformation and delivers a sales pitch. It is a working document. Twenty-seven pages. Seven systems. One conclusion.

The systems described here are what we ship to operators in the Founder OS suite — minus the fifteen connected pages, the seven databases, and the fifty AI prompts that would make installing them in twenty minutes possible. You can absolutely build them yourself from this manual. Many operators do. The manual is the architecture; the OS is the execution layer.

If after reading you decide the architecture maps to your reality but you don't want to spend a weekend building it — we sell that. If after reading you decide the architecture doesn't map — you've still walked away with seven mental models that operators we work with use every day. That counts.

We assume the reader. You are running a sub-ten-person B2B company. You do not have a chief of staff to filter your inbox. You are the operator. The work is yours. Your AI assistant — Claude, ChatGPT, Notion AI, whatever you pay for — is the second pair of hands. The AI is not the OS. The OS is the workspace. The AI is what makes the workspace answer back.

— The Growtoria Team

Introduction — Why an OS, not a stack

Most B2B founders we work with end up with eight unrelated Notion templates duplicated in eight separate workspaces. A Kanban here. A CRM there. A content calendar somewhere else. A reading list nobody updates. Each was good in isolation. Together they became a graveyard. Nothing talked to anything else, the AI assistant didn't know which page it was looking at, and the workspace got opened less and less because there was no longer a single place to start.

The seven systems in this manual are the antidote to that pattern. Each is a specific page and a specific cadence. Together they form an operating system: one workspace, fifteen pages, seven databases, fifty prompts. But you don't need to think in those terms yet. Read the systems first. Decide which ones map to your reality. The architecture comes second.

A note on cadences. Some systems run daily. Some weekly. One quarterly. One only when needed. The OS is calibrated so that you spend roughly ten minutes per workday inside it and forty-five minutes per week. Less than that and the system loses its memory. More than that and the system becomes the work, which is the failure mode this whole document was written to prevent.

System 01 — The Daily Synthesis

What it is

A page that you open at 09:00 every weekday. It contains: yesterday's five completed tasks (auto-rolled), today's calendar (auto-pulled), the inbox section of your task list, four operator-defined values (North Star Goal, Current Quarter, Operating Hours, Energy Type), and one input field titled "today's three priorities."

What it does

Three minutes before you start work, you copy a single AI prompt — the Daily Briefing Synthesis — and paste it alongside the page contents into your AI assistant. The AI returns three priorities for the day, one risk worth checking on by 17:00, and one strategic question to sit with for five minutes.

That's the whole interaction. You adjust if needed, paste the priorities into Today view of your tasks, and start working. Total time: eight minutes.

Why it matters

A founder's morning is the highest-leverage forty-five minutes of the day. Most operators waste it on tab-juggling, Slack-skimming, and a vague feeling of "what was I doing yesterday." The Daily Synthesis fixes this with a single page and a single round-trip with an AI assistant that knows your context because you fed it the actual page.

The non-obvious benefit: the strategic question. Most days you skip it. The days you don't skip it produce the decisions that compound over a year. The OS asks for the question on a cadence so you stop having to remember to ask yourself.

Failure mode

The North Star Goal becomes aspirational instead of real. "Build a \$10M ARR business" is aspirational. "Land 12 enterprise pilots in Q2" is real. The AI tunes its output to whichever you give it. Aspiration produces generic output. Specifics produce specific output.

System 02 — The Weekly Review

What it is

A page that you open Sunday evening or Monday morning. It contains: the week's tasks-completed rollup, deals that moved stage, decisions logged, content shipped, transactions recorded. Plus three writing fields: "what shipped," "what stalled," "three priorities for next week."

What it does

Forty-five minutes once a week. You read the rollup, run the Weekly Strategic Review prompt with the AI assistant, get back three patterns (one positive, one neutral, one warning), refine your priorities for the week ahead, and seed them into the Today view of your task database.

Why it matters

Skip the daily and you lose a day. Skip the weekly and you drift for a quarter. The weekly is where the AI catches patterns you cannot — including patterns about what you are not doing.

Of the three patterns the AI returns, the warning is the high-leverage one. Operators who read it twice and act on it within a week ship a meaningful behavior change roughly once a month. Compounded over a year, that is the compounding self-improvement most productivity content promises and rarely delivers.

Failure mode

You skip Sunday because you had a bad week. The weekly is precisely the meeting you cannot afford to miss after a bad week. The system has a “catch-up mode” prompt that reads the last ten days and produces a synthesis that respects the gap. Run it on Monday. Move on.

System 03 — The Decision Log**What it is**

A small database with four required fields and one delayed field. The required fields: Date, Decision (≤ 140 characters), Context, Reasoning. The delayed field: Outcome (filled in 30 days after the decision was made).

What it does

Whenever you make a non-trivial decision — the kind you would otherwise rationalize after the fact — you spend five minutes in the Decision Log. You write the decision in 140 characters. You write the context. You write your reasoning, including the alternatives you considered and rejected.

Thirty days later, the system asks you to revisit. You write the outcome. You grade your decision: good with hindsight, neutral, or wrong. You write one sentence on what to update in your decision-making heuristic.

Why it matters

This is the single most underrated system in the OS. Most founders we work with cannot recall the reasoning behind a major decision they made six months ago. The reasoning was real at the time. It got lost because nothing captured it.

The Decision Log captures it. The 30-day grading is what compounds: by month six, you have graded twenty decisions. By month twelve, fifty. The pattern recognition that emerges from reading your own reasoning across fifty decisions is the asset.

Failure mode

You skip the 30-day review because the decision is “obvious in hindsight.” It is exactly the obvious-in-hindsight decisions that teach the most about your own pattern. Set a recurring calendar slot for fifteen minutes every Sunday and review three at a time. Ten weeks later you have reviewed thirty. That is a year’s worth of judgment compounded.

System 04 — The Pipeline Stack

What it is

A sales pipeline database with the following columns: Company, Primary contact, Stage (Lead/Qualified/Demo/Proposal/Negotiation/Closed-won/Closed-lost), Value (USD), Expected close, Last touch, Next action, Source.

Plus a derived field: AI risk score. A formula that returns 🟢 Active if Last touch is within 3 days, 🟡 Watch if Last touch is within 4-7 days, 🔴 Stale if Last touch is more than 7 days old.

What it does

You open the Pipeline Dashboard view at the start of each working day. You see deals grouped by stage, sorted by AI risk score. The stale ones are red. You triage them in fifteen minutes: move some to Closed-lost honestly, draft a re-engagement note for others, schedule a follow-up for the rest.

Once a week you run the Pipeline Re-engagement prompt. The AI reads the stale deals and drafts emails tailored to the specific stage each is in. Qualified

gets a light value-add. Demo gets a recap with one specific next step. Proposal gets a “what is open?” check. Negotiation gets a direct “what is blocking?” with three options.

Why it matters

Most B2B solo founders lose more revenue to stale pipeline than to losing deals on merit. The deals that close-lost on merit are forgivable. The deals that drift into nothing because the founder forgot to follow up — those are the killers.

The AI risk score makes those deals impossible to ignore. The weekly prompt makes the re-engagement effortless. Two systems together: revenue you would have left on the table.

Failure mode

You move stale deals to Closed-lost too aggressively because the red color feels bad. Resist. A stale deal is not a lost deal. It is a deal that needs one more touch. Half of the stale deals re-engage successfully when the touch is well-crafted.

System 05 — The Content Loop

What it is

A content database with: Title, Type (long-form/newsletter/LinkedIn/Twitter/podcast/video/talk), Status (idea/outlining/drafting/editing/scheduled/published/repurposing), Primary channel, Repurpose chain (multi-select of derivative formats), Hook (one-line opener), CTA, Linked notes.

Plus a Content Dashboard view that shows: upcoming this week, repurposing in flight, idea backlog.

What it does

The Content Loop turns a single piece of content into five derivatives without you re-thinking from scratch. You publish a long-form blog post. You run the Repurposing Chain prompt. The AI generates: a newsletter version, a LinkedIn post, a Twitter thread, a YouTube short script, and a blog cross-post.

Each derivative reuses the parent's Hook. Each one writes back into the database as a new record linked to the parent. You spend fifteen minutes editing. You schedule them across the channels and dates that match your existing rhythm.

Why it matters

Content is the highest-leverage marketing channel for B2B solopreneurs. The bottleneck is not ideas. The bottleneck is converting one good idea into five distributed assets. The Content Loop solves that bottleneck with one prompt and one database.

Failure mode

You write the long-form, run the prompt, accept the AI's drafts, and ship them all without editing. The drafts are starting points, not finished work. Spend the fifteen minutes. Your voice is what differentiates the derivatives from auto-generated content slop. Skip the edit and you produce slop.

System 06 — The Knowledge Vault

What it is

A flat database of atomic notes. Each note is a single complete idea, titled as a complete sentence ("Cold outbound works when the offer is calibrated to the recipient's specific bottleneck" — not "Cold outbound"). Tagged with multi-select: Frameworks, Lessons, References, Quotes, Patterns. Searchable. Mentioned from other pages via Notion's @-mention.

What it does

When you encounter an idea worth keeping — from a podcast, a customer call, a book, a Slack thread, a moment of clarity in the shower — you spend two minutes writing it as an atomic note. One idea. One title. One paragraph. One or two tags.

When you write content, run the Content Cluster Builder prompt — the AI reads the last twenty Knowledge Vault entries and proposes five content clusters with

anchor pieces and supporting derivatives. The Vault is the substrate. The content is the surfacing.

When you make a decision, link the relevant Vault entries from the Decision Log. The reasoning becomes traceable.

Why it matters

Most founders accumulate insight constantly and lose it constantly. The Knowledge Vault is the slow-compounding asset that makes you smarter at month six than you were at month one — not because you learned more, but because what you learned is now cross-referenceable.

Failure mode

You title notes lazily (“CRM tip”), tag them generically (“Lessons”), and write paragraphs that summarize five ideas at once. Six months later you cannot retrieve anything. The Vault becomes a graveyard. The discipline is one idea per note, complete-sentence titles, and tags that map to actual taxonomy. Spend thirty seconds longer at write-time, save thirty minutes at read-time.

System 07 — The Quarterly Pulse

What it is

A page that you open in the last week of every calendar quarter. It contains: every Decision Log entry from the quarter, every Project marked Done, every quarterly OKR (if you keep them), and a write field for the quarterly synthesis.

What it does

Ninety minutes once a quarter. You read the rollup. You run the Quarterly Pulse prompt. The AI returns: which OKRs got hit, which slipped, the pattern across slipped ones, one thing to try differently next quarter expressed as a behavior change (not a “do better”), and the single decision from this quarter most worth grading in detail next month.

You write your own synthesis on top of the AI's output. You set the priorities for next quarter. You close the page until the next quarter rolls around.

Why it matters

A year is just four quarterly pulses stitched together. The founders we work with who have a track record of compounding execution are the ones who do this ritual every quarter without exception. The ones who skip it drift. Drift is the defining threat.

Failure mode

You skip the quarterly because nothing exceptional happened this quarter. That is precisely when the pulse is most valuable. Quarters that feel uneventful contain the slow drift that, over four quarters, produces the result you didn't want. The pulse catches drift early.

How the seven systems compound

You do not install all seven on day one. You install the Daily Synthesis first. After two weeks of consistent daily use, you add the Weekly Review. After a month of weekly reviews, you add the Decision Log. The Pipeline Stack and Content Loop come in week six and eight respectively. The Knowledge Vault is always running passively from day one. The Quarterly Pulse is the cap once you have a full quarter of decisions to review.

By month three, all seven are running. The total time investment: ten minutes per weekday plus forty-five minutes per week plus ninety minutes per quarter. That is fifty hours per year of system overhead. The founders we work with consistently report that the system overhead pays back in pure judgment compounding within the first six months.

The AI assistant is the multiplier. Without it, the systems still work — but the cadence becomes harder to maintain because every prompt requires composition. With it, the prompts are pre-written and the round-trip takes thirty seconds. The AI is what turns a productivity habit into a sustainable operating layer.

What to do next

Three options, in order of investment.

Option 1 — Build it yourself. Start with the Daily Synthesis. One Notion page, four operator-defined values, one paste-into-your-AI prompt. Use this manual as the spec. Add the next system in two weeks. We expect about fifteen hours of build time over the first month if you are familiar with Notion.

Option 2 — Get the Founder OS workspace. Fifteen connected pages, seven wired databases, fifty AI prompts pre-written and calibrated. One-click duplicate to your Notion. Twenty-minute setup with the included Setup Guide PDF. The architecture in this manual, executed. [Founder OS — \\$49](#).

Option 3 — Get the full Founder OS Suite. The workspace, plus the Daily Founder Brief (the morning-ritual standalone), plus the MCP Integration Pack (wire your AI assistant directly into Notion via Anthropic's Model Context Protocol). The complete operating layer. [\\$79 bundled — save \\$18 vs individual](#).

We recommend Option 1 for at least two weeks before considering Options 2 or 3. The systems are valuable independent of where you build them. The OS is valuable because it removes the build time, not because the architecture is secret.

A small thank-you

Thanks for reading. This document was twenty-seven pages of specific architecture that we charge nothing for. We do that because operators who actually read a twenty-seven-page document are the ones who actually ship the systems — and operators who actually ship the systems are the ones we want as customers.

Reply to the email this PDF arrived in if anything in the manual is unclear, contradicts your reality, or sparks a question we didn't address. We read every reply.

Three more emails will arrive over the next ten days, each with one specific tactical addition to the systems described here. After that, no further emails unless you opt in to a paid product. We hate sequences that never end.

— The Growtoria Team · contact@growthoria.com

About Growtoria

Growtoria builds operating tools for B2B founders running sub-ten-person companies. We started because we kept watching capable operators stitch twelve unrelated Notion templates together and call it a system. The Founder OS suite is our answer to that pattern.

We are not a Notion template marketplace. We ship a small number of products, each calibrated for a specific operator profile, each with a clear architecture and a clear cadence. We refund nothing automatically (digital products), but we resolve every real issue through our SAV channel — see [refund-policy](#).

The full product catalog lives at growtoria.com/shop. The blog and longer-form writing live at growtoria.com. Subscribe to the newsletter via the footer of any page if you want one well-edited essay per month and zero marketing emails between.

— The Growtoria Team

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The systems described in this manual are the product of operating experience working with B2B solopreneurs. They are not a guarantee of business outcomes. Your mileage will vary based on your specific operating reality.

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