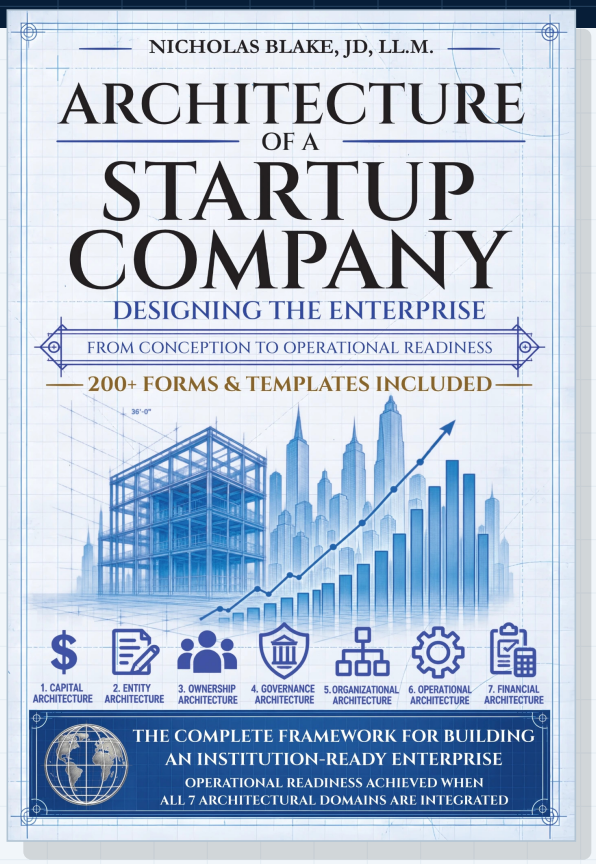
BLAKE PUBLISHING / BOOK I

Don't Just Start a Company. Architect an Enterprise.

FROM CONCEPTION TO OPERATIONAL READINESS



ARCHITECTURE OF A STARTUP COMPANY

Book I: Designing the Enterprise

A practical framework for transforming an entrepreneurial concept into a sustainable, scalable, and institutionally capable enterprise.

Rather than treating business formation as isolated legal, financial, managerial, and operational tasks, this book connects the decisions that shape an enterprise: entity formation, ownership, governance, organizational design, repeatable operations, and financial discipline.

Eight chapters guide readers toward **operational readiness** - when the foundational systems are designed to work together and support future growth.

DESIGNED FOR PEOPLE BUILDING & EVALUATING ENTERPRISES

- **FOUNDERS & ENTREPRENEURS**
  Design the company behind the product.
- **EXECUTIVES & OPERATORS**
  Identify weaknesses before growth magnifies them.
- **ADVISORS & PROFESSIONALS**
  See how specialized decisions affect the whole.
- **INVESTORS & DIRECTORS**
  Evaluate readiness for capital and complexity.

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