

What we do

At **ffoundup**, we harness the power of improvement science—a proven methodology rooted in healthcare, engineering, and human factors—to address the unique challenges faced by early-stage female founders.

By applying systematic, data-driven approaches, we identify barriers to success, develop targeted solutions, and implement sustainable strategies tailored to you and your business. This science-based framework ensures that every step of your entrepreneurial journey is optimised for growth and long-term success, underpinned by our unique resilience toolkit.

Our comprehensive **ffoundup programme** ensures that each individual focuses on what they need to achieve in the next 12-month phase.



Benefits

The benefits of this approach are well documented and include:

- **Efficiency:** By focusing on solving the right problems with the right solutions.
- **Agility:** By encouraging testing and iteration, founders adapt quickly
- **Sustainability:** We focus on creating long-term improvements, not just quick fixes
- **Confidence:** By focussing on data-driven decisions we reduce uncertainty and build trust in your strategy.

By applying improvement science, our founders transform challenges into opportunities, ensuring their businesses are resilient, scalable, and primed for success.

What you gain:

- Tangible business improvements
- Carefully curated connections
- Resilience-building methodology

Why join ffoundup?

- **Collaborative learning:** Work alongside trailblazing female founders to solve shared challenges.
- **Expert guidance:** Access to industry stakeholders, deeply invested in your growth.
- **Practical solutions:** Gain tools and the 'right' support to thrive on your entrepreneurial journey.

Our vision for you

With **ffoundup**, you'll have the resources, network, and expertise to turn your vision into reality. Ready to take the next step? Join ffoundup and **fast forward** your success.

Visit ffoundup.com

The 'ffast forward' process



Each collaborative program runs over 12-week blocks. Topics include funding, securing IP, and business planning

Identifying the problem



01

- You will work with our industry experts to pinpoint the specific challenges holding your business back (e.g., funding gaps, inefficient processes, or lack of market traction).
- Value for founders:** Instead of guessing solutions, you'll focus on the root cause of the problem, saving time and resources.

We analyse your data

- Every collaborative begins with data - you will collect data to understand the 'real' problem deeply. Including customer feedback, financial metrics, or operational inefficiencies.
- Value for founders:** Evidence-based insights will help you make informed decisions, reducing risk and increasing confidence.

02



Co-develop solutions

- Based on data, you will co-develop targeted solutions, designed around your business (e.g., a new funding strategy, streamlined workflows, or improved branding).
- Value for founders:** Solutions are tailored to your unique needs, and our experts ensure they are practical and actionable.

03



Test and iterate

- Solutions are tested on a small scale. Based on 'real world' feedback the solutions are further refined.
- Value for founders:** You avoid costly mistakes by testing ideas before full implementation, ensuring they work in real-world conditions

04



Implement and scale

- Once proven as effective, your tailored solutions are rolled out across your business.
- Value for founders:** You achieve measurable, sustainable improvements that drive growth and resilience.

05



Evaluate and sustain

- Continuous monitoring ensures the solutions remain effective over time.
- Value for founders:** You build a culture of continuous improvement, staying adaptable and competitive in a changing market.

06

