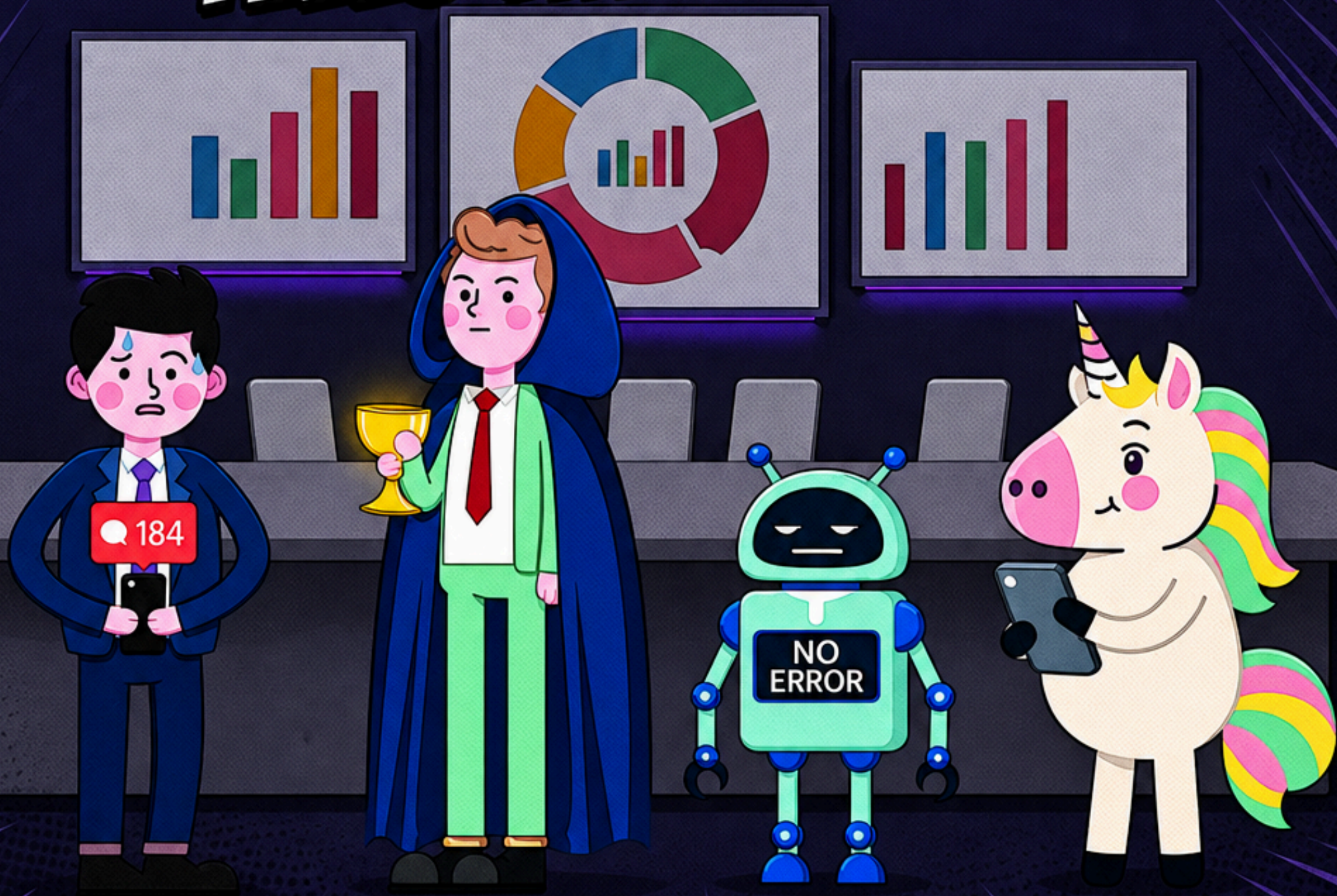
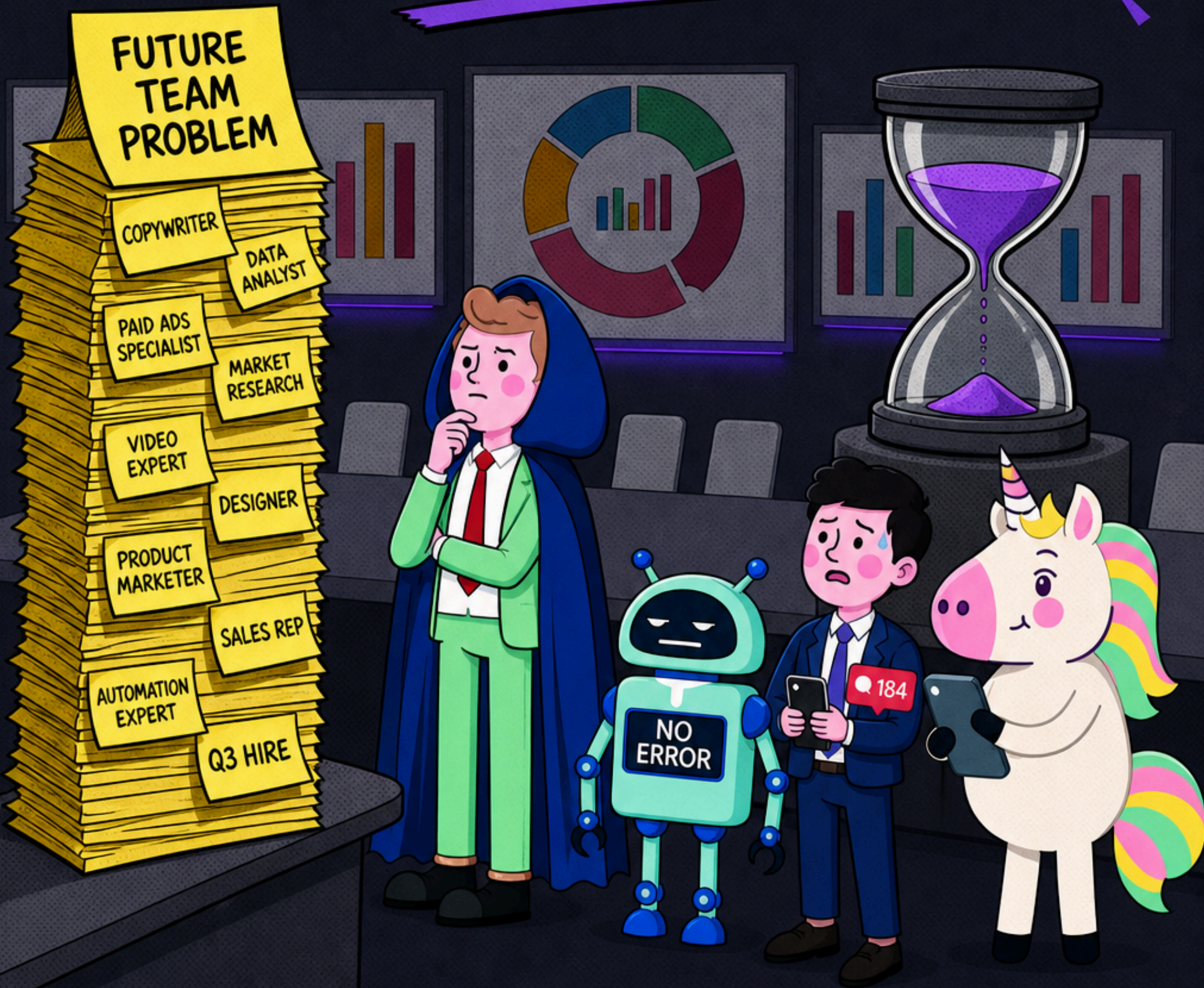


# THE "I'LL JUST HIRE SOMEONE FOR THAT" LIE

EVERY SOLO FOUNDER TELLS THEMSELVES



# YOUR FUTURE HIRE IS NOT COMING BEFORE YOUR RUNWAY DOES



# THE FOUR FUNCTIONS FOUNDERS DEFER UNTIL IT'S FATAL

Not all deferrals are equal. Some tasks genuinely can wait. But four functions get deferred at a rate that's almost ritualistic among solo founders, and they're the exact four that determine whether month six exists.

## MARKET RESEARCH

Building on a hunch, not data.



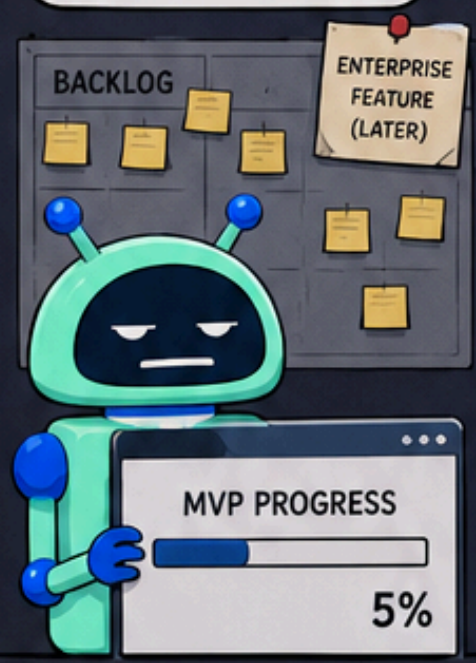
## COPYWRITING

Placeholder copy or 11pm Tuesday copy that says nothing.



## DEV SPRINTS

MVP stretched across six months. Backlog grows. Deals wait.



## OUTBOUND & PIPELINE

"We'll build sales once the product is ready." The pipeline stays empty.



# THE UNCOMFORTABLE MATH

Let's be honest about what 'I'm handling everything' actually means.

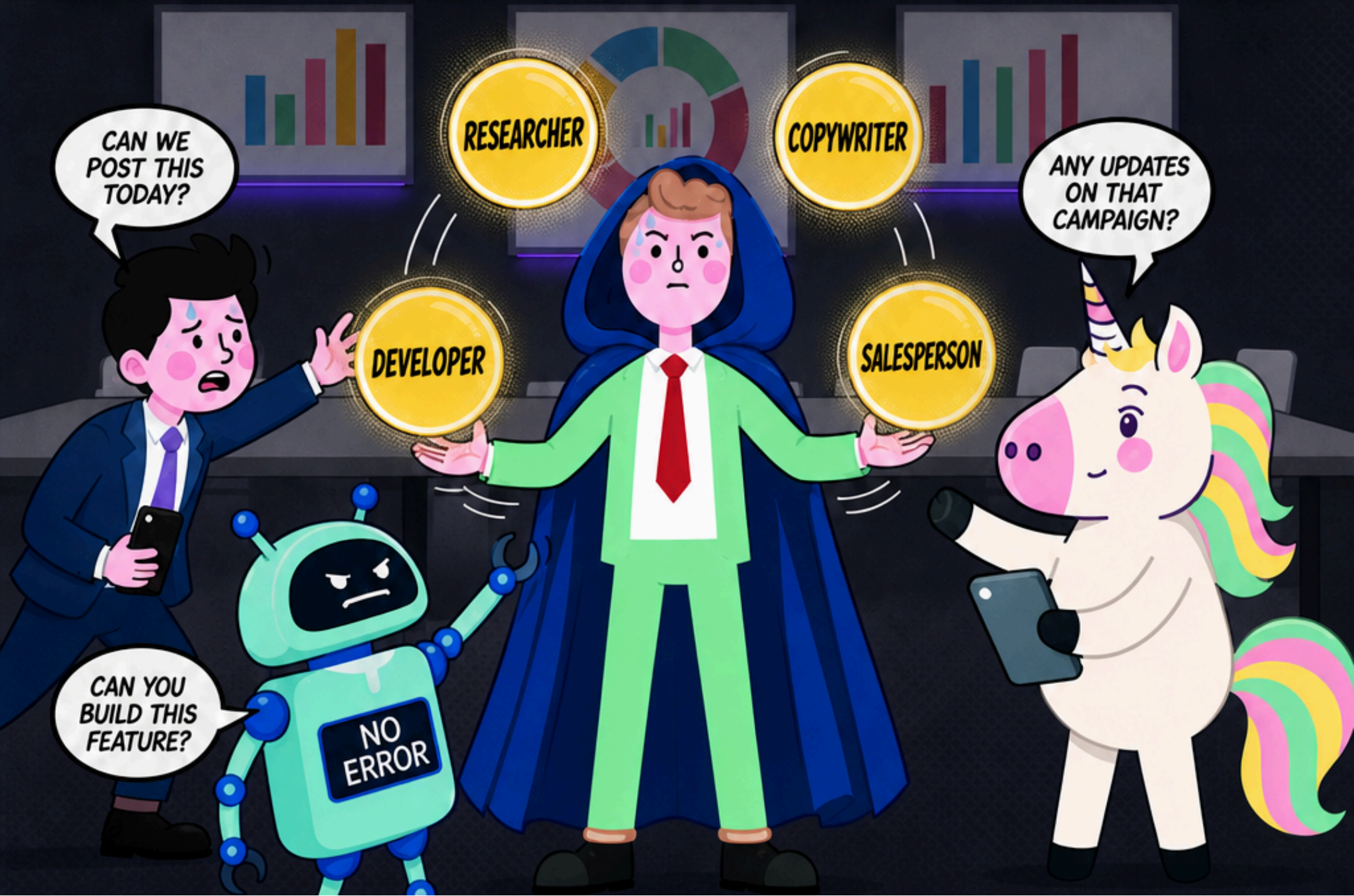
You have one human's worth of cognitive energy per day. Divided across four mission-critical functions, that's 25% capacity per function, assuming you could actually context-switch cleanly between them, which you can't.

A researcher at 25% capacity produces fragments of insight, not a validated thesis. A copywriter at 25% produces serviceable copy, not converting copy. A developer at 25% ships features at roughly a third of the velocity a focused engineer would. A salesperson at 25% follows up on some leads, some of the time, with varying energy depending on what the morning looked like.

You're not a startup. You're four stressed-out part-time employees who all report to the same body.

The math gets worse when you factor in context-switching costs. Shifting between cognitively demanding tasks can meaningfully reduce total productive output — one frequently cited line of research (Rubinstein, Meyer & Evans, 2001) found measurable time costs from task-switching, though the real-world impact varies significantly by task type and individual. The point holds directionally: your effective capacity per function is lower than the headline number suggests. That's not a startup. That's a very expensive hobby with a pitch deck.

Michael Seibel of Y Combinator has spoken and written about the dangers of premature scaling — the pattern where founders believe they've found product-market fit too early and begin hiring and optimising before they've actually understood what needs to be built. The inverse failure is just as common: founders who defer doing the work by imagining future hires end up discovering nothing at all.



# THE IMAGINARY HIRE IS A PSYCHOLOGICAL BUFFER, NOT A PLAN



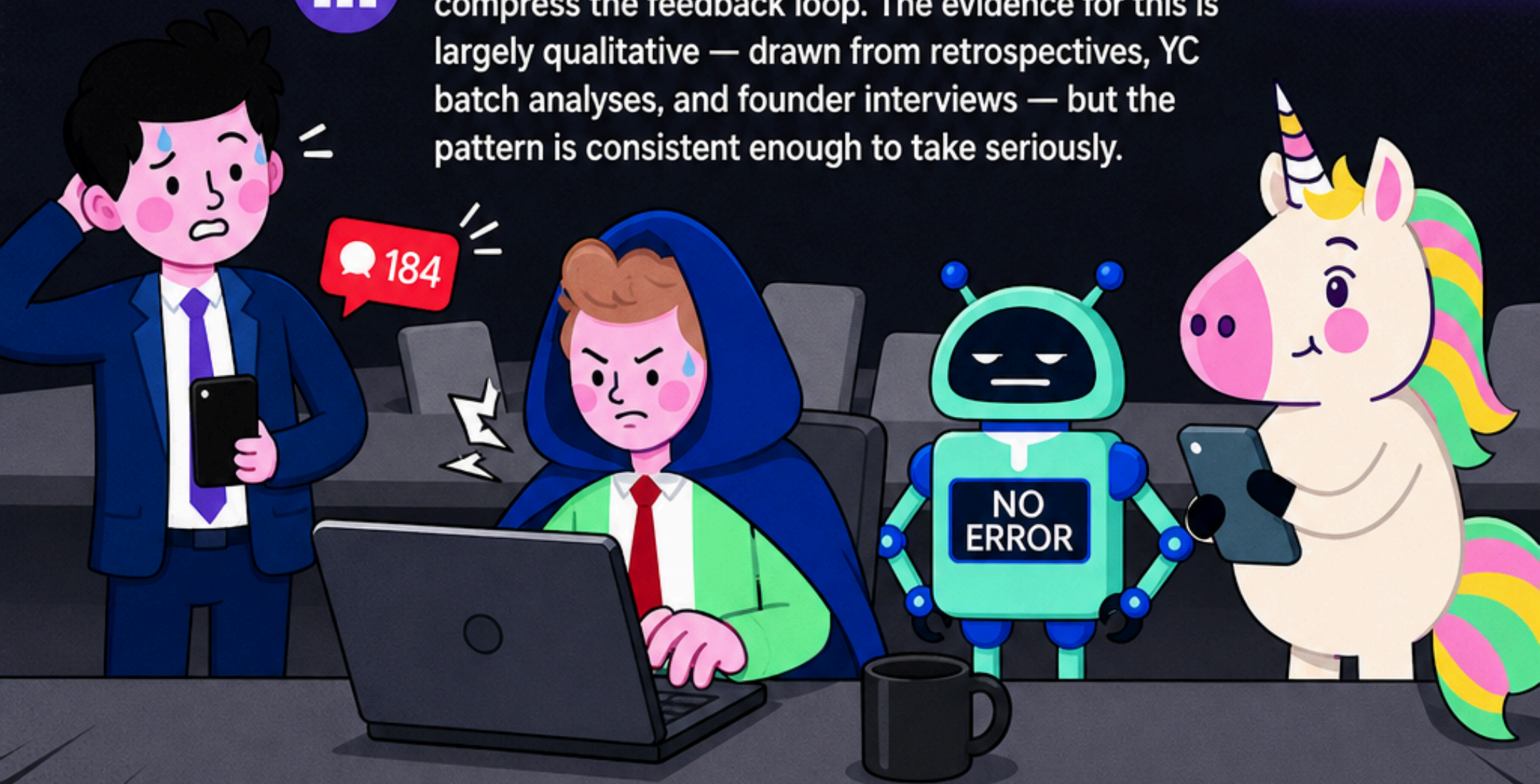
The deepest problem with the 'I'll hire someone' reflex isn't the task it defers. It's what it protects.



But discomfort is the signal. It means you're doing something that matters and something you haven't optimised yet.



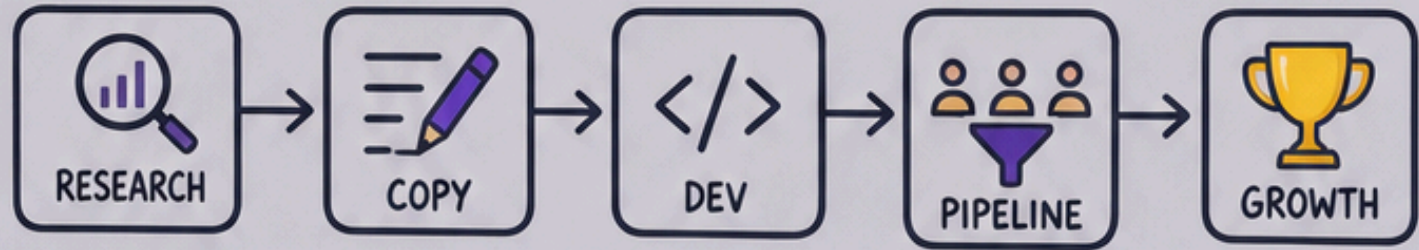
Early founder involvement in every function tends to compress the feedback loop. The evidence for this is largely qualitative — drawn from retrospectives, YC batch analyses, and founder interviews — but the pattern is consistent enough to take seriously.



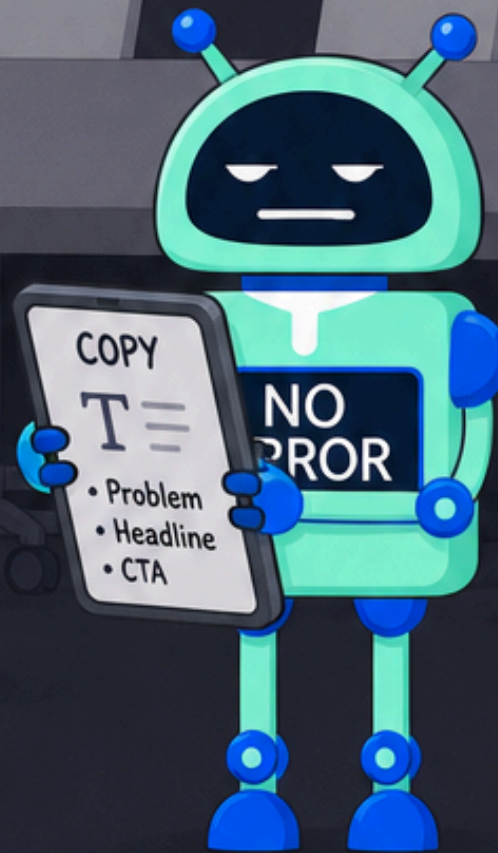
# THE FOUNDERS WHO WON WERE THE ONES WHO COLLAPSED THEIR STACK EARLY



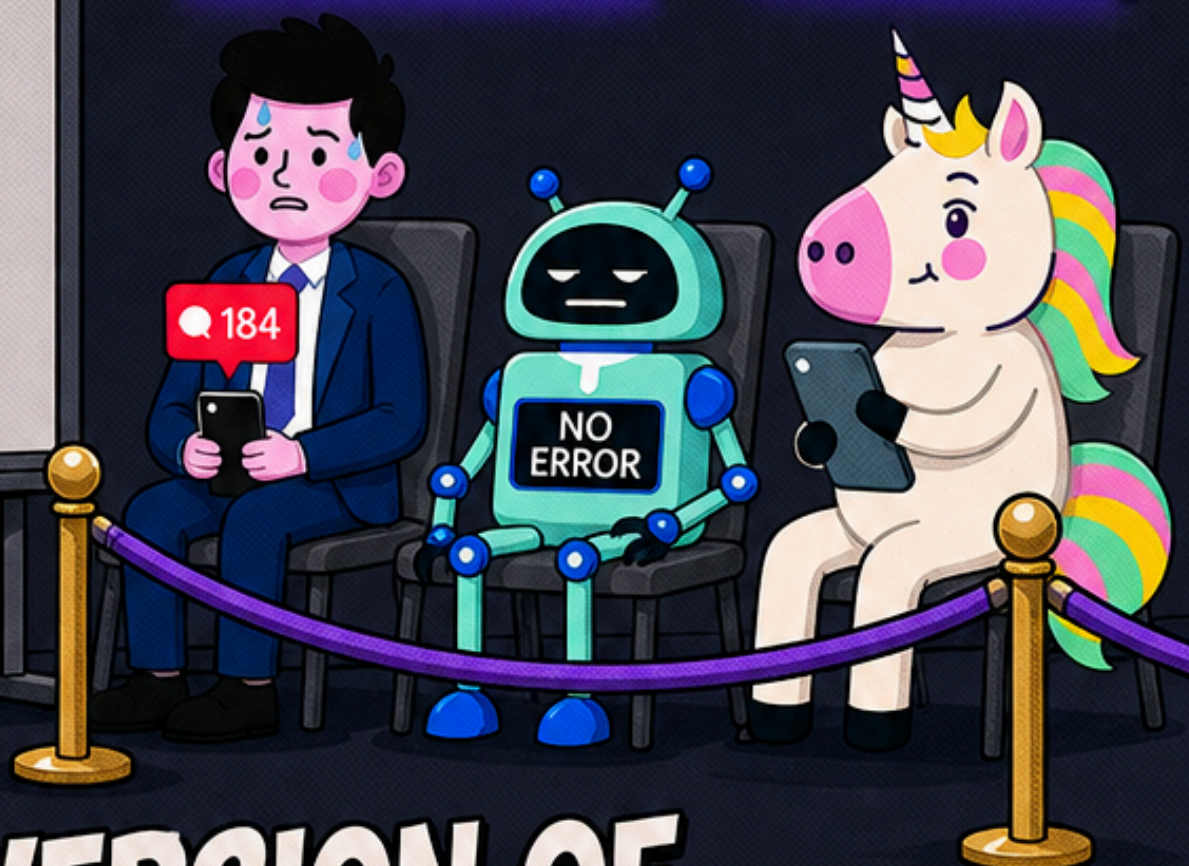
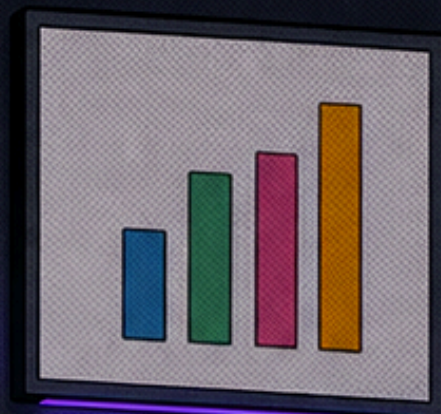
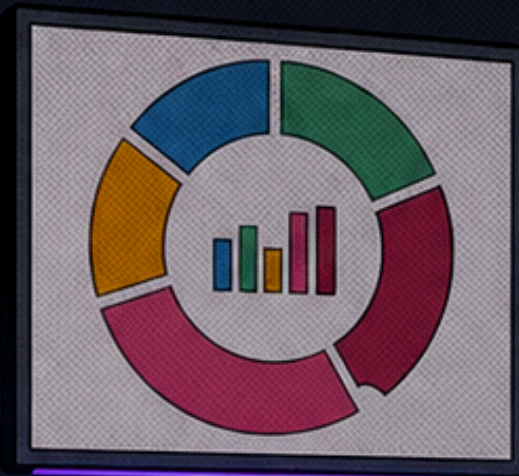
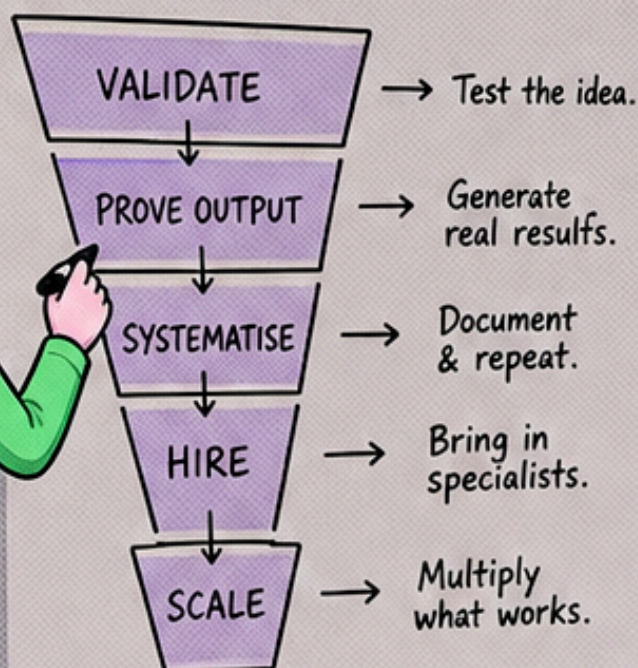
# WHAT 'COLLAPSING THE STACK' ACTUALLY LOOKS LIKE



- ✓ DO IT YOURSELF.
- ✓ LEARN WHAT GOOD LOOKS LIKE.
- ✓ SYSTEMISE OR HAND OFF.
- ✓ NEVER DEFER TO SOMEONE WHO DOESN'T EXIST.



DO IT YOURSELF.  
THEN HIRE.



# THE HONEST VERSION OF THE HIRING CONVERSATION



Here's when to actually hire: after you've done the function yourself and proven it generates output worth systematising. Not before. Not in your Q2 plan. After.



You hire a copywriter when you've proven that a particular message converts and you need volume. You hire a researcher when you've validated the market thesis and need depth. You hire an SDR when you've personally closed enough deals to write a repeatable script. You hire a developer when you've shipped enough of the product yourself to know what architecture decisions actually matter.

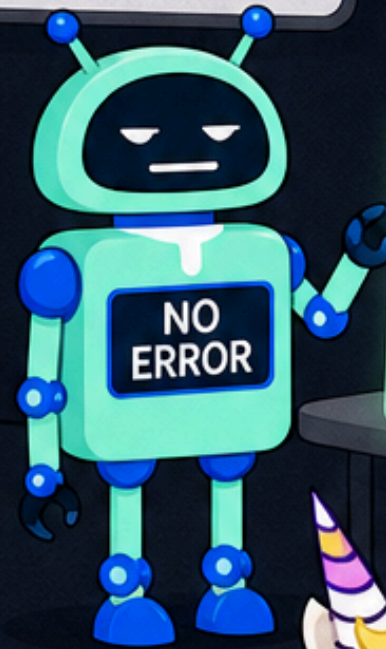
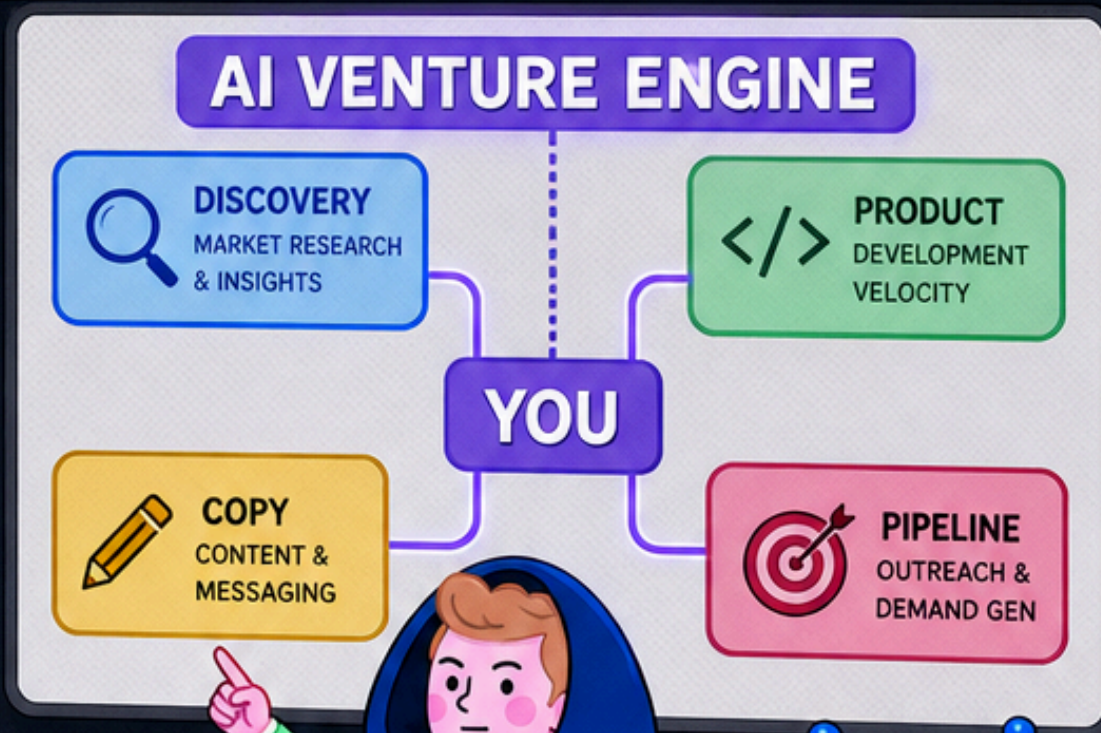


The founders who wait for the team to arrive before the function starts are the founders who run out of runway wondering why nobody ever found them.



The founders who close the loop themselves, do the uncomfortable things, publish the imperfect copy, run the awkward outbound, ship the scrappy MVP, and validate before they scale, those are the founders who have something worth scaling when the team finally does arrive.

**YOU DON'T NEED A TEAM.  
YOU NEED A *SYSTEM*.**



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