

THE FOUNDING KIT

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What is in The Founding Kit, and how each piece was made

- **Strategy Dossier**: made with the studio's document-press equipment.
- **Brand & Naming Package**: made with the studio's document-press equipment.
- **Scenario Simulator**: written by the studio's team.
- **Start here**: written by the studio's team.
- **Commission & Economics Model**: made with the studio's document equipment.