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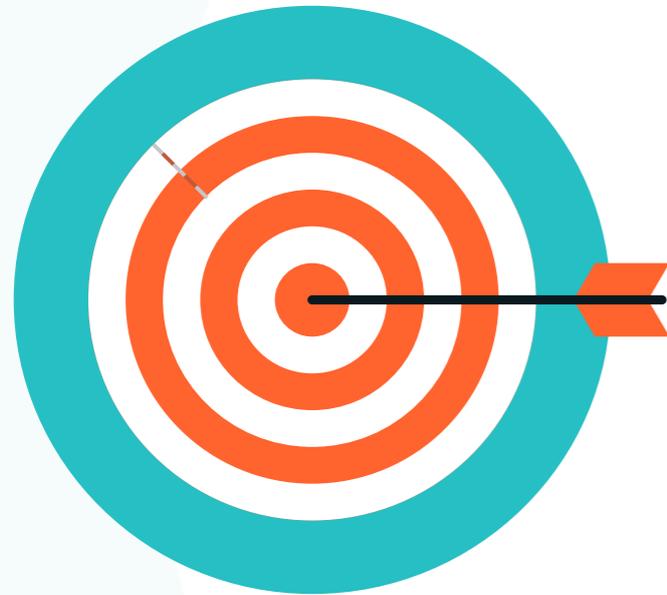
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WHAT FOUNDR IS,  
WHAT WE BELIEVE &  
WHERE WE WILL TAKE YOU

foundr

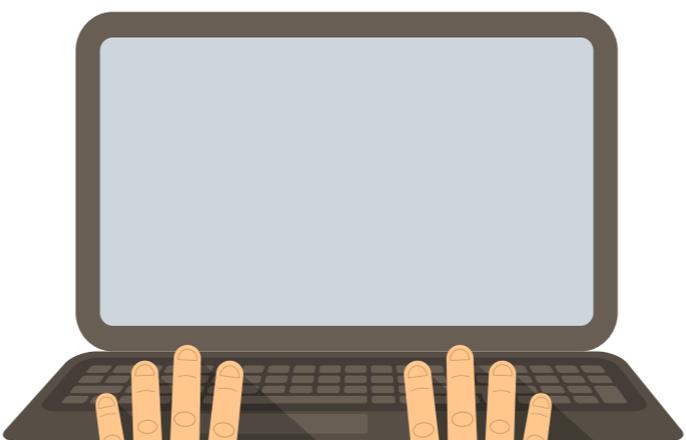
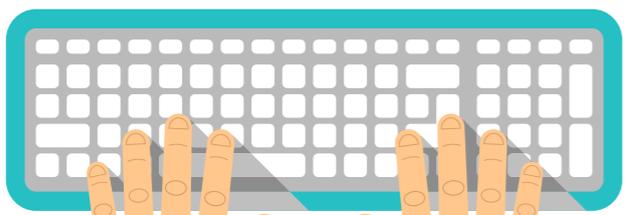
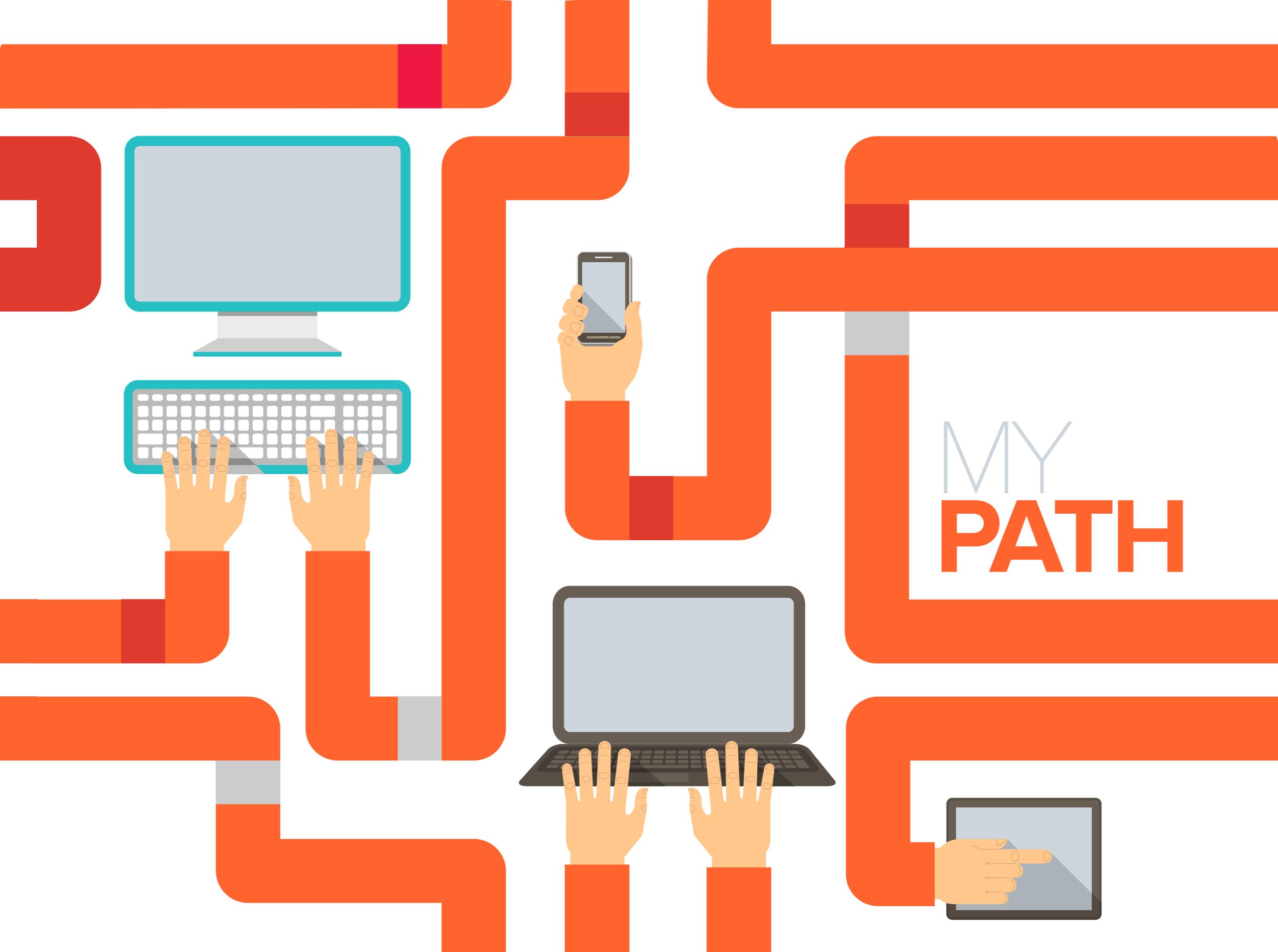


This is **Foundr Magazine**. Foundr exists to show you what it takes to be a successful entrepreneur. That's why we're here.

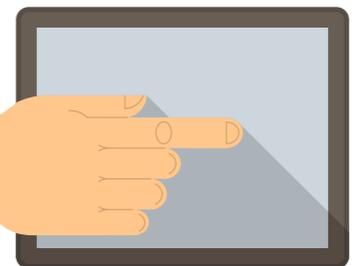
- Far too often when we look at successful entrepreneurs we see the end product, but we don't know what that person did to get where they are today.

Foundr empowers you to challenge the status quo and revolutionize your world. We delve into the tales of amazing businessmen and businesswomen to show what you can learn from them. Every young entrepreneur needs inspiration and actionable advice. I'm Nathan Chan, a young entrepreneur and creator of the magazine.

**Foundr tells stories, so it makes sense for me to start by telling you mine.**



MY  
PATH





I was stuck.

I was drifting.

I was wrapped up in a  
misguided quest to snag  
a marketing job.

I was wasting my life doing  
things that I hated.

I was trapped in a mindset of  
mediocrity, unaware of powerful  
possibilities: escaping my job,  
building my business, becoming  
an entrepreneur.

**I was not happy.**



That was then – this is now. I am going places. I am driven. I am on a quest of passion to help people like you and me build better lives. I am pouring my time into something I love. I am open to the array of awesome opportunities that each one of us can seize: ditching our day jobs, creating something amazing, becoming entrepreneurs.



I am happy.



few years ago, I would never have given a moment's thought to these ideas. Now I'm living them. Like many people, the more I thought about the world of entrepreneurship, the more I wanted to join it.

**Now I don't just think – I do.**

I'm here to show you that world.

SO MANY  
PEOPLE HAVE

IDEAS,  
HOPE'S,  
DREAM'S.

BUT *IDEAS* ARE A  
DIME A DOZEN.

Every aspiring entrepreneur will face a time when they must take a leap of faith. Your idea might fail. It might be terrible. But if you don't leap off the couch and try, try, try, then you have already failed – you have forever closed the door to success.

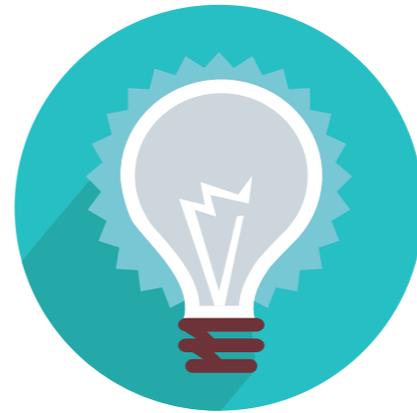
I see a contrast between my old life and my new worldview. Then, I was sitting back. Now, I am standing up, taking control, sprinting forward.

That's my **story**.

YOUR



CHOICE



It all boils down to one question:

# How do you want to spend your life?

Do you want to slog through boring crap that you don't enjoy? Or do you want to wake up each day to an exciting endeavor? Do you want to escape micro-managing bosses and petty office politics? Do you want to be an entrepreneur? I know my choice – do you?



Steve Jobs said that

*“everything around you that you call life was made up by people that were no smarter than you.”*

Foundr shows you how true that really is. We give you real actionable information from real entrepreneurs in a way that you can relate to. You don't deserve any less.

**The school career counselor never advised you to become an entrepreneur. Why is that?**

A large orange circle containing the text "A System that is." in white serif font. The circle is positioned in the upper right quadrant of the image. The background features a pattern of light gray diagonal stripes and a series of gray dots on the left side. A dashed white line curves from the bottom right of the orange circle towards the bottom of the page.

A  
System  
that is.

Because we are **born & raised** to follow a system.

**BROKEN**

Deloitte's Shift Index survey found that 80% of people do work they don't enjoy.

I believe that we shouldn't stay in jobs we hate.

I believe that we've been duped with a message urging us to go to school, get good grades, get a job.

I believe that we should reject  
**the myth of conformity.**

I believe that we can create our own paths.

I believe that we should challenge the status quo.

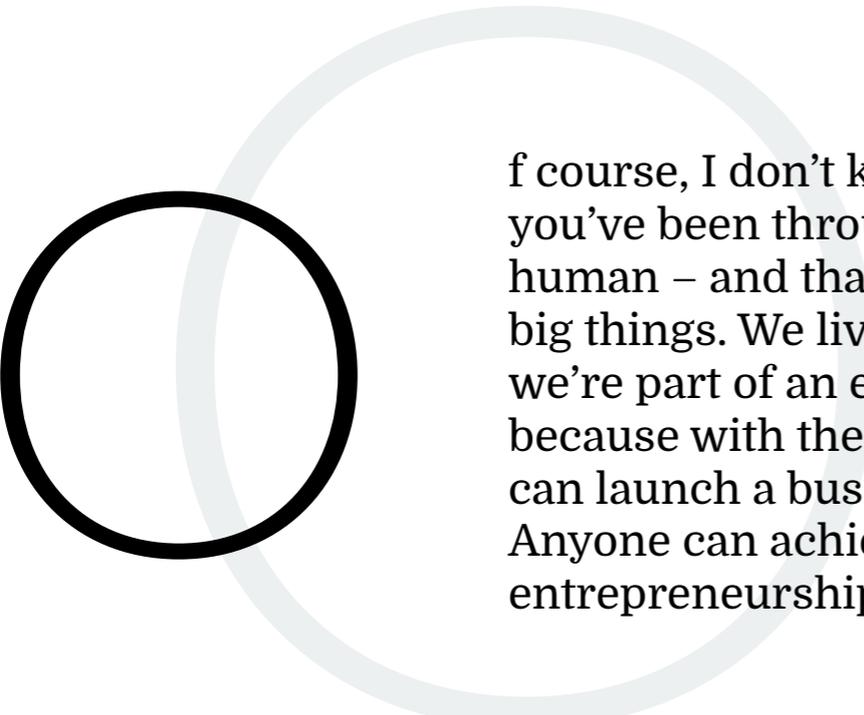
I believe that we should rise above and do what we love – wherever that takes us.

YOUR  
**ABILITY**





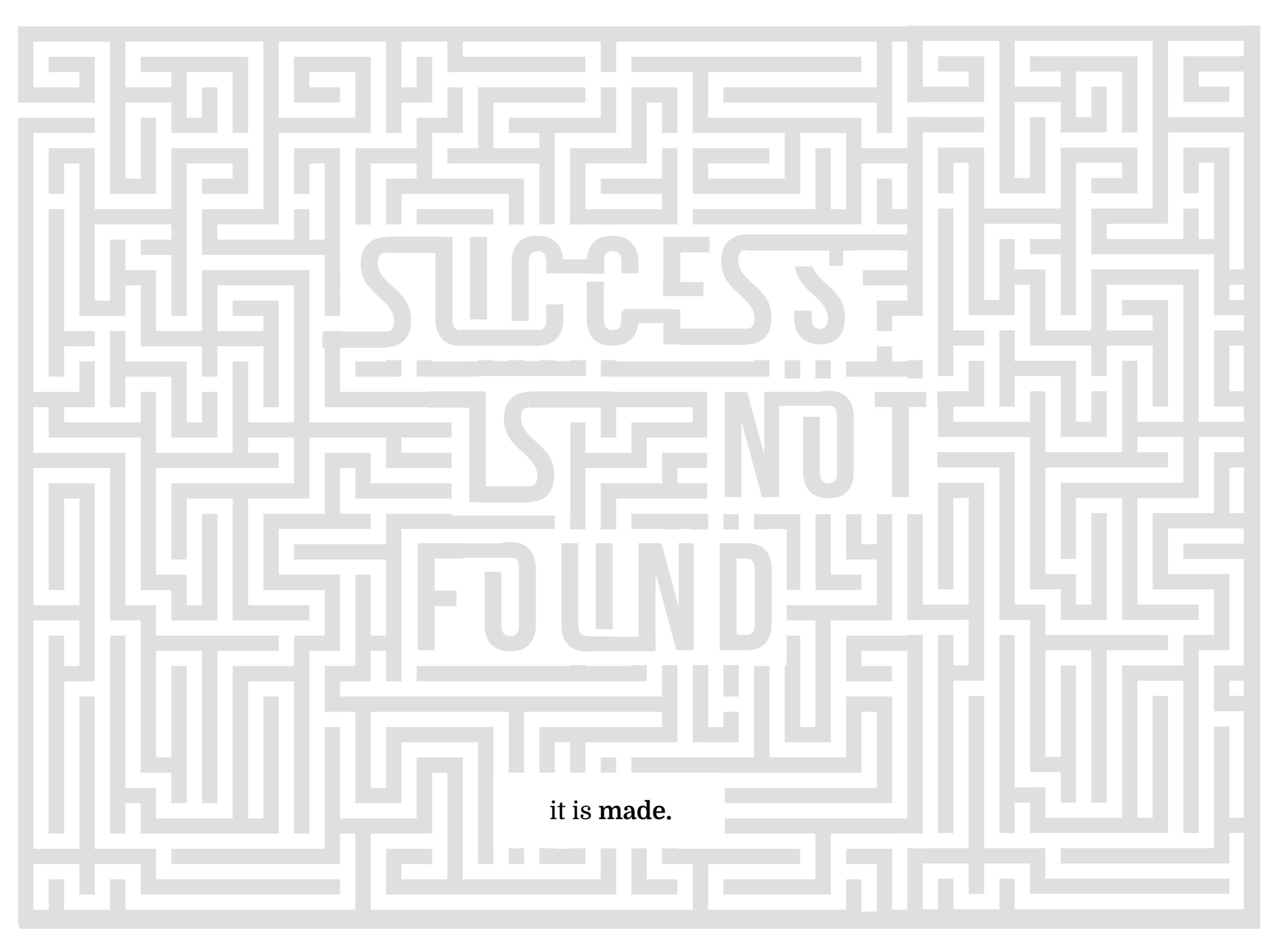
# You can do this.



Of course, I don't know who you are or what you've been through. But I do know that you're human – and that makes you capable of doing big things. We live in an age of innovation; we're part of an entrepreneurial revolution, because with the power of the Internet anyone can launch a business and follow their dreams. Anyone can achieve success in business, entrepreneurship, and life.

I won't sugarcoat it: success is sweet, but it requires hard work. I don't think that anything in life – anything that is worth it – is easy. Preparing to play in the symphony, running for public office, training for the Olympics: these things are hard. Every entrepreneur that I have interviewed for Foundr magazine has drive and determination. That's what sets them apart; they work hard.





SUCCESS

NEED

FOUND

it is made.



MY **PROMISE**



I am working every day to craft new issues of a magazine that can help you on your journey. I feel that the other big business magazines fail to provide something that you, as a young entrepreneur, can relate to.

ou see the Richard Bransons of the world, but nobody ever tells you what those people went through to get to where they are today. What did they have to sacrifice? What did they have to give up? What are their processes? What are their failures? I wanted to explore that and share it with you.

Then there are entrepreneurs that have achieved amazing things, even though you haven't heard of them. I want to shine the spotlight on those people, too.

I won't lie to you. This magazine is not a get-rich-quick scheme. I will not guarantee you instant wealth. But I can guarantee this: Foundr presents real people like you and me who have achieved things that we all desire. They faced failure, they faced challenges, they faced moments of darkness where they came close to quitting – but they surged onward.



t Foundr, we tell stories. We tell the stories of people who come from many places. We tell the stories of people involved in apps and software and freelancing and franchising and marketing and products and services. We tell the stories of people who are bloggers and programmers and inventors and philosophers and dream-seekers and world-changers. We tell the stories of people who decided that instead of just reading about entrepreneurship, they would live entrepreneurship.

YOUR  
TIME

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YOUR  
SWEAT

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YOUR  
LIFE

These stories have taught me a big thing:  
every entrepreneur fails big time.

# Failure cannot stop you, **Only a fear of failure can.**



I want to help you smash that fear. I want you to crush that apprehension, because I've been there. It sucks. But you can succeed as an entrepreneur if you shatter your worry and get to work. That's why we don't just tell stories about what people have done – we tell stories about how they did it.



we chronicle their lows and their highs, their adversity and their achievement. We help you learn from their journey by giving you tactical tips and actionable advice. Every starting entrepreneur deserves successful entrepreneurs

to model themselves after. We talk with business leaders who took the route to freedom and fulfillment. They may be further along, but they're on the same road as you and me, so they have things to teach us.

INSPI  
RAT  
ION.  
LICAD  
TION.

Foundr stands at  
inspiration & the intersection of  
application



You should be excited and you should be ready and I want to help you with both. I am excited about this magazine and I am ready to provide you with this valuable tool as you become the entrepreneur you want to be.

# It's time.

It's time to do what you love,  
because life is too short to  
do otherwise. It's time to  
embark on an epic journey,  
because life eventually ends  
– but you have this one shot  
to do what you want to do.  
It's time to put your eggs in a  
basket that you built,  
because life is too risky  
to do otherwise.



Take that shot. Don't just blow with the wind, letting others push you where they want you to be. If you refuse to take control – if you refuse to steer – then you will be someone else's wheels, hunkered below, circling around from nine to five as they race toward their own freedom. Don't do that – take your own road.

## Elevate your dreams.

Electrify your ideas. Energize your life with the promise of passion and prosperity – then get behind the wheel and drive your own success with the engine of entrepreneurship.

Foundr will give you insight and advice. Foundr will help you along the way. Foundr will foster your entrepreneurial spirit. **Now it's up to you to hit the gas and go, go, go.**

**Nathan Chan**

Publisher & Editor of Foundr Magazine

# Foundr Values





# At Foundr, we think differently.

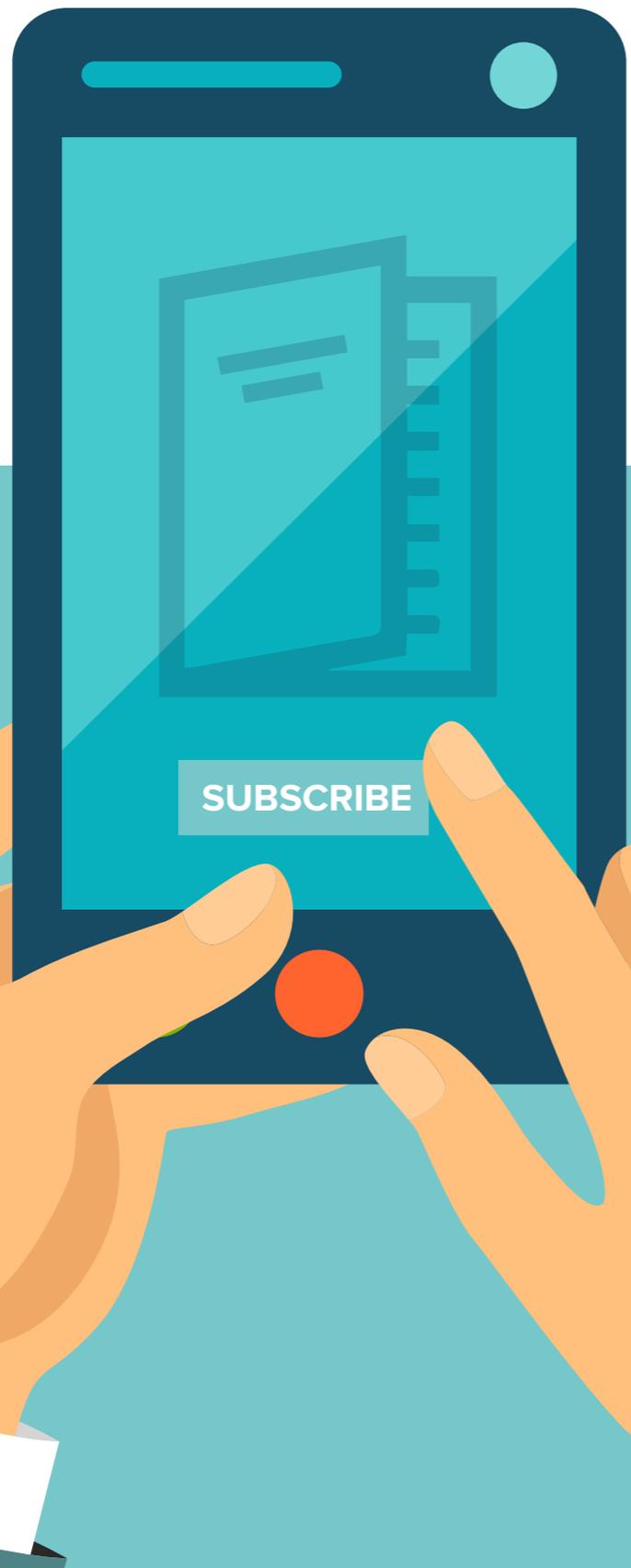


- The world pushes a set path: do this, do that, climb the corporate ladder. At Foundr, we believe in dismantling that ladder.
- We believe in using the pieces to build something better. And we believe that you can do it too.
- We reject the myth of conformity.
- We believe that you should live life on your own terms.
- We believe that you can turn any idea into reality.
- You can be an entrepreneur. And you deserve help along the way.
- Foundr exists for the rebels, the dreamers, those who take action.

- For the people who yearn to learn.
- For the people that desire FREEDOM.
- And for the people who apply their knowledge.
- Though few in numbers, entrepreneurs embody the power to do good – they are the leaders of today that will make tomorrow’s world a better place.  
We value them: we value you.
- We value individuals.
- We value the possibilities of entrepreneurship.



**We value challenging  
the status quo –  
because that’s who we are.**

An illustration of a hand holding a smartphone. The phone's screen is teal and displays a document icon with a checklist and a 'SUBSCRIBE' button. The hand is orange, and the person is wearing a dark suit jacket with a white shirt cuff visible. The background is a solid teal color.

ARE YOU A  
**'WANTREPRENEUR'**  
DON'T BE?

**5 REASONS TO  
SUBSCRIBE RIGHT NOW**

**1 You're a smart entrepreneur and don't want to hear standard success stories that glamorize the person.**

You want actionable, tactical information that you can use and apply to your own business and development.

**2 Too often we try to figure things out alone.** Foundr is the ultimate resource for YOU. We are a growing community of hungry entrepreneurs and are here to help YOU, and support you every step of the way.

**3 You don't have a good enough idea?** We guarantee you once you stick around, you're mind will be buzzing with inspiration and ideas galore.

**4 You're different from the rest,** unlike most, your friends don't understand you, your family thinks you're crazy and you have big dreams. We do too!

**5 You know there is so much more to life than living the status quo.** You want to know what it takes to become a successful entrepreneur.

# YOUR FREE EDITION

Yes, that's right before  
we expect you to start  
a subscription with us.

Take a read of our  
FREE issue

CLICK HERE TO  
DOWNLOAD YOUR  
FREE ISSUE



# WHAT OUR COMMUNITY SAYS ABOUT FOUNDR

*"Awesome content, great reads - All I read now is Foundr, The Economist and NYT. As a young entrepreneur myself, this has been a fabulous periodical I use to maintain motivation and learn from those more seasoned than I. Highly recommend."*

*-Winston Reid*

*"Stellar storytelling, always applicable! - Foundr is a must-have for entrepreneurs of all stripes. I can read it in my spare time and walk away reinvigorated, refocused, and ready to do big things! The magazine comes in a handy app making it easy to read on the fly. The stories contain treasure troves of tips and tricks for entrepreneurs and anyone else who wants to be the best them. The advice crystallizes what I need and want to know. I was skeptical when I first bought it, but it's truly delightful!"*

*- William Ui*

*"Fantastic! - A great alternative to many other magazines aimed at entrepreneurs. Great interviews and some interesting and inspiring reading. Grab a copy, you won't be sorry."*

*- Cozsa*

*"Great Mag for Entrepreneurs! - I love reading Foundr, and with every issue, the calibre of contributing entrepreneurs just gets better and better. It's great to read about people's journeys and discover the secrets to their success. Add to that the fact that the mag is beautifully designed and can travel with me anywhere I go, and it gets a big thumbs up from me!"*

*-Claire Dicarlo*

*"Phenomenal - I love reading on the train on my way to work. Sometimes it's books, sometimes I catch up on blog posts. Recently I discovered this magazine and I have a new favorite! It's great to hear stories from entrepreneurs of all different sizes; one minute I'm reading about Richard Branson, next minute they're putting a spotlight on a relatively unknown entrepreneur with an equally amazing story. If you're looking for inspiration and valuable advice, this has it all. Highly highly recommend."*

*-Avid gamr*

*"Vital reading for new entrepreneurs - This mag is useful source of information for people either thinking about starting a business or in the process of trying to get one off the ground. Technology has lowered the economic barriers to becoming an entrepreneur, and now there are two challenges: (1) We need practical information that can get ideas into action (2) we need an ongoing injection of inspiration. After reading the latest issue of Foundr, I am convinced the magazine fills this vital gap. Subscribe with confidence."*

*-LeeinFitz*

THE

# FOUNDR





## How much does the subscription cost?

The subscription for Foundr Magazine costs \$2.99 USD per month. This subscription auto-renews each month and you can stop the subscription at any time. You can also subscribe at discounted packages of \$13.99 for 6 months (40% OFF) or \$21.99 for 1 year (50% OFF)



## Why is my subscription cost different to that stated above?

Pricing on the App Store is done by "price tiers". Foundr Magazine is set at Tier 3, which in the US is \$2.99 USD. In other countries pricing Tier 3 may have a value that does not correspond to current exchange rates. For example in Australia Tier 3 is \$3.49, in New Zealand it is set at \$5.29 and in Europe it is 2.49 EURO.



## How can I try out the magazine before I buy?

At the moment we are offering a free trial subscription so that you can try out the subscription and see how you like it. The trial subscription auto-renews to a paid subscription once the trial is finished and you can cancel at any time up to the end of the trial period to prevent getting billed. We offer a 7 day free trial for a monthly subscription, and a 30 day free trial for a half yearly subscription and a yearly subscription.



## How does the magazine trial work?

The first time you subscribe to Foundr Magazine we give you the opportunity to "test-drive" the magazine. Once you click "subscribe" you will get a confirmation box which will ask if you want to try out a 7 day or 1 month trial subscription. Once you click "yes" you will then have the ability to download the current magazine issue and furthermore any other issues published for subscribers during the 7 day or 1 month period.

As mentioned before the free trial does move to a paid subscription when it has expired, although you can cancel at any time before the end of the trial to prevent being billed. (You can even cancel as soon as you have gotten the free trial so that you won't have to remember to unsubscribe).



## Why don't I have access to all the issues once I subscribe?

When you subscribe you get access to the current issue and all future issues, as long as you are subscribed. You can still buy all the issues that were released before you subscribed, individually and at the cover price.

So if you're thinking of subscribing, it's better to do it earlier so that you can save money and not have to buy individual back issues, usually at 2X the subscription price.

We also offer a special back issue pack for issues 1 to 12 where you can save 55% off.



## How much of a discount do I get as a subscriber?

The regular retail price of a magazine issue is between \$3.99 USD to \$4.99 USD. A subscription gives you a saving of over 30% (\$2.99 per month), 40% (6 months) or 50% (1 year) and you will never miss an issue!

I've been trying to subscribe, but for some reason I can't...

Unfortunately in some countries Apple does not allow subscriptions! There is nothing that we can do to help this – if you live in a country that is not supported for subscriptions by Apple then you will just need to buy each issue separately in order to read the magazine.



## What happens if the subscription cost changes while I am subscribed?

If the subscription cost is lowered, for example during a special offer, you will automatically have your subscription price lowered so that you can enjoy the price drop.

If the subscription price is raised, your subscription will automatically expire and will not auto-renew to the higher price. If you want to continue the subscription at the higher price you have to manually do so.



## Will I get reminders that I am subscribed?

Each month as you are billed, Apple sends you a statement to your email address associated with your Apple ID, so you will always be aware that your subscription is active.



## How do I cancel my subscription?

Cancelling the subscription is easy and only takes a second. Go to the “Settings” Icon on the iPad home screen, click on the tab “iTunes & App Stores”. Then click on the section “Apple ID : [Your Email Address]” and in the box that opens up click “View Apple ID”. You will then be prompted to enter your Apple ID Password. Once you’ve done that, click on “Manage” under subscriptions section, click on the “Foundr Magazine Subscription” and then under the Auto-Renewal tab switch that to “Off”. That’s it!



## How can I access the magazine on multiple devices?

If you signed up for a subscription or have purchased any issues to the magazine on your iPad and wish to also get it on your iPhone or vice versa, follow these steps:

Login with the same Apple ID used for the original purchase on the new device, click the yellow Subscribe-button, and then click on Restore All Purchases.

Once you’ve entered your password your previous purchases will be restored on the new device.



## How can I get in touch with you if I have any other questions?

If you have any support related questions please contact [support@foundrmag.com](mailto:support@foundrmag.com)  
If you want to contact the editor, please email Nathan at [nathan@foundrmag.com](mailto:nathan@foundrmag.com)