

The Solo Founder's Tech Stack Checklist

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RULE: Buy by default. Build only when ALL THREE are true.

- The capability is CORE to what customers pay me for
- No existing tool actually fits (after a real search)
- I can carry the maintenance solo without it eating my week

BEFORE ADDING ANY NEW TOOL — run the decision tree

- Does this job recur at least weekly?
No -> do it manually / batch monthly. Don't add a tool.
- Can a tool I already pay for do it?
Yes -> consolidate. Don't add a tool.
- Is it core AND no tool fits?
No -> buy the proven tool. Yes -> build only that.
- Does time saved beat setup + monthly cost?

THE SIX-LAYER STACK — one good tool per layer (~\$75-150/mo)

- 1. Create — ChatGPT / Claude + Canva
- 2. Organize — Notion (wiki + tracker + light CRM)
- 3. Automate — Zapier / n8n
- 4. Get paid — Stripe
- 5. Distribute — Email platform + simple site/host
- 6. Measure — Analytics + weekly KPI sheet

THE ONE-PER-LAYER RULE

Before adding a SECOND tool to any layer, prove the first one genuinely can't do the job.
Tool sprawl is a tax: every subscription is one more login, integration, and thing to learn.

Don't just pick the stack — run it.

Tycoon assigns each layer to a specialist AI agent. You decide, they execute. -> tycoon.ai