

VGR · BAE

Before Anyone Else

A counsel for founders who built the following — and now need the business underneath it.

VGR · THE BAE PROGRAM · VERYGOODRETAIL.AI



You built the audience. Nobody taught you the machine underneath it.

The pull is real. The commercial architecture isn't there yet — and you can feel it.

You have community, product, a name people repeat. What you don't have is the thing that turns attention into a business that compounds: how to buy, how to price, how much to make, when to drop, and what the numbers are actually telling you.

That gap is normal. It is also where most brands quietly lose the years they can't get back.

WHAT BAE IS FOR

Closing that gap before the wrong habits calcify — with someone who has run the machine, not read about it.

THE PROGRAM

BAE is not a course. It is a counsel, with a proven map of how a brand really works.

Sat next to your founding team, one subject at a time.

Six working sessions, one subject each. No slideware handed over at the end — the deliverable is the working architecture itself: the buying, the margins, the story, the numbers.

You leave understanding your own business the way an operator does — not because someone explained it, but because you built it with someone who has.

THE PROMISE

Sustainable growth before anyone else.

Not the loudest launch — the one that compounds.

Seven steps, from the honest starting point to the round that funds the next one

00 KICK-OFF	01 AUDIT	02 WORLD	03 MACHINE	04 COCKPIT	05 STORY	06 ROADTRIP
STEP		WHAT IT DOES				
00 · Kick-off		We agree how we work, the deal, and the honest starting point.				
01 · The Audit		We map everything you do today, in your own words — diagnosis, not opinion.				
02 · The World		We build the world people belong to; the garment is only the entry point.				
03 · The Machine		What to make, how much, when and at what margin — the engine underneath.				
04 · The Cockpit		The numbers that let you steer instead of guess: margins, cash, runway.				
05 · The Story		The story investors feel, backed by the numbers they believe.				
06 · The Roadtrip		We take it to the right money — and help you close the round.				

Each step leaves a working artifact — not notes.

Smart money: we invest alongside you — hours and capital, for equity

The person guiding you carries the same risk you do.

VGR does not only advise. In the early stages we put in the work and part of the capital in exchange for a stake — at a price agreed now, with a deadline to reach the next stage. The founders keep the majority, now and after the round.

It is the difference between a fee for a recommendation and a partner who only wins when you do.

WHY IT MATTERS

Skin in the game, not an invoice.

The incentive is the outcome — yours.

Talk to VGR.

One conversation, founder to founder. If it resonates, there's probably a reason. · verygoodretail.ai/contact