

THE FOUNDER
Haus

A Private Collective for Women Redefining
the Future of Business

THE FOUNDER HAUS



A year-long private collective and high-level mentorship experience for visionary women scaling with strategy, proximity, and power.

At Founder Haus, we elevate the women redefining modern entrepreneurship.

More than mentorship, it's an alliance for founders ready to refine how they think, decide, and lead
- building companies as intentional as they are profitable.

A space where ambition is refined into clarity, leadership is sharpened through counsel, and
proximity amplifies power.

As Seen In:

 **Nasdaq** **Forbes** **Inc.** **Entrepreneur**

THE ARCHITECT OF LEGACY

Our Vision

To put women at the center of the next era of business—owning companies, capital, and conversations that shape culture and rewrite what leadership looks like.

Our Mission

To provide ambitious women entrepreneurs with the strategic counsel, proximity, and high-caliber network they need to scale intelligently, build generational wealth, and lead without dilution. Inside Founder Haus, you gain direct access to the advisory, frameworks, and rooms that have helped hundreds of founders scale into and beyond the million-dollar mark.

Our Promise

From the moment you enter, you're treated as the architect of a legacy, not a participant in a program. You'll refine how you think, how you decide, and how you lead—so the companies you're building are as intentional, enduring, and expansive as you are.

INTRODUCING: THE FOUNDER HAUS

Founder Haus was created to close the gap in high-level business mentorship and education for women entrepreneurs ready to scale with precision, power, and sustainability. We understand that scaling isn't about working harder, it's about leading smarter, with the right structure, strategy, and support in place.

Built on the pillars of strategic advisory, transformational mentorship, and proximity-based growth, Founder Haus equips female founders to build generational wealth and industry-shifting enterprises.

We invest in the women building tomorrow's legacies, because when women rise, industries evolve, economies grow, and history is rewritten.

What Makes Founder Haus Different

Founder Haus is not a program, it's a private collective designed for scale, strategy, and sisterhood.

It carries the spirit of a *modern-day sorority for women in business* bonded not by exclusivity, but by excellence, trust, and shared support.

Inside, you'll find the structure that elevates your ambition, the counsel that sharpens your leadership, and the proximity that accelerates your power.

WHAT'S INCLUDED INSIDE THE FOUNDER HAUS COLLECTIVE

Private Strategic Advisory & Mentorship

A space for intelligent strategy, private counsel, and high-touch guidance that moves your vision forward with precision. This is where mentorship becomes partnership.

- ***90-Minute Customized Success Roadmap Intensive***

Begin your experience with a private 90-minute strategic intensive with Ashley, an exclusive session designed to architect your next year of growth. Together, you'll clarify revenue targets, refine your offer suite, streamline your operations, and define the highest priorities that will shape your expansion.

- ***4× Quarterly Private Advisory Sessions***

Each quarter, you'll join Ashley for an in-depth strategic advisory session, focused on scaling sustainably, profitably, and with precision. In these private sessions, Ashley steps in as your fractional Chief Strategy Officer, offering high-level guidance on growth decisions, business models, and market positioning.

- ***Private Voxer Access (Mon–Fri)***

Between sessions, you'll have direct access to Ashley for real-time strategic counsel, providing feedback, clarity, and direction as you execute your roadmap, ensuring momentum never stalls and every move aligns with your larger vision.

Collective Mentorship & Elevated Conversations

- ***12× Monthly Group Mentorship Calls***

Intimate, high-level roundtables designed for collaboration, accountability, and business breakthroughs. Each session combines strategic frameworks, leadership refinement, and operational insight, ensuring every conversation creates measurable growth.

- ***6× Exclusive Thought Leadership Sessions***

Live access to global experts, investors, and operators featured in *Forbes*, *Nasdaq*, and *Entrepreneur*. Learn directly from women who have built, scaled, and exited companies across industries, while sustainability building million and billion dollar businesses. Every conversation expands how you think, decide, and lead.

- ***Curated Circle & Sisterhood Access***

You'll gain an intentional network of founders who understand both your ambition and your evolution. Women who open doors, share resources, and move with the same integrity and drive you do.

In-Person Expansion Experience

Leadership is shaped in rooms that challenge, expand, and inspire you.

A curated, destination-level experience blending strategy and embodiment. Designed for expansion and recalibration, this retreat brings your cohort together for deep connection, immersive workshops, and mentorship that integrates both structure and soul.

Continuous Support & Community

- ***Private Slack Community***

A digital boardroom where strategy meets sisterhood. Share wins, request feedback, and collaborate with your cohort between calls.

- ***Priority Access to Future Founder Haus Opportunities***

Members receive early invitations and preferred access to upcoming retreats, advanced offerings, and private advisories, ensuring you stay at the forefront of what's next inside Founder Haus.

What You Leave With;

- A customized growth roadmap engineered for longevity, scalability, and freedom.
 - A leadership identity grounded in confidence, clarity, and composure.
 - A high-caliber sisterhood that expands your proximity, network, and influence.
- Proven frameworks and financial architecture to create and sustain generational wealth.



THE FOUNDER HAUS INVESTMENT

Founder Haus is a private, 12-month experience for women committed to treating their business like an asset and their leadership like a legacy.

Pay in Full — \$15,000

For the founder ready to move immediately into mastery.

Includes an additional 2-hour private intensive with Ashley dedicated to refining your growth plan, decision-making, and leadership calibration.

Quarterly Plan — 3 Payments of \$5,500

Ideal for founders who prefer quarterly cash flow. Includes full access to all calls, collective experiences, and the in-person expansion experience over 12 months.

Monthly Plan — 10 Payments of \$1,500

For approved applicants who want consistent support with predictable payments. Receive the complete Founder Haus advisory and mentorship experience, structured across the year.

Expanded Advisory Tier — \$20,000

For women who want Ashley as a deeper strategic partner. Includes four additional one-to-one advisory sessions that can be used virtually or combined for a half-day in-person intensive—ideal for major pivots, new ventures, or capital raises.

Cohorts open twice per year and fill on a rolling, first come–first serve basis.

Apply for Consideration

CLIENT IMPACT

“ Within three months I restructured my offers, streamlined operations, and reclaimed the time to lead. The clarity was immediate.”

– Christine, M., CEO & Brand Strategist

“Founder Haus gave me the strategy and composure to operate at the next level. I no longer chase growth — I command it.”

– Crystal E., Founder & CEO

“The caliber of conversation inside this space changed everything about how I make decisions. It’s the most intelligent and supportive room I’ve ever been in.”

– Amy D., Tech Founder & Investor

FREQUENTLY ASKED QUESTIONS

- ***What makes Founder Haus different from other masterminds or programs?***

Founder Haus isn't a mastermind – it's a curated council for women who operate differently. Each founder is intentionally chosen to ensure alignment, depth, and shared ambition. Inside, you won't find templates or surface talk, only elevated dialogue, strategic mentorship, and proximity that expands what's possible.

- ***Do I need to be at the six- or seven-figure level to join?***

Founder Haus is designed for women who are already in motion – founders with a validated business, consistent revenue, and a clear vision they're ready to scale strategically. We recommend that your business is generating at least \$100K annually, but more important than revenue is your readiness—clarity in your vision, momentum in your growth, and commitment to leading at the next level. This space is for the woman who's built something real and is ready to refine, restructure, and rise to her next level of leadership.

- ***Will I receive one-to-one access to Ashley Deland?***

Yes. You'll receive four private advisory sessions across the year, beginning with a 90-minute strategic intensive to architect your next phase of growth. Between sessions, you'll also have weekday Voxer access for direct counsel, feedback, and clarity, ensuring your decisions, direction, and execution remain aligned and strategic.

- ***How long is the commitment?***

Founder Haus is a 12-month private experience designed for intentional, long-term transformation. The structure ensures you have the time, proximity, and guidance to create measurable, sustainable results.

- ***What is the expected time commitment?***

Expect to engage for approximately three to four hours each month through mentorship calls, advisory sessions, and community touchpoints, plus one in-person event. The experience is intentionally designed for depth and impact without adding to your overwhelm.

- ***When are the in-person retreats held?***

Retreat dates are confirmed upon enrollment to align with the collective's schedule and ensure an intimate, high-caliber experience for every member. Each gathering is hosted in Ontario, Canada, chosen for its elegance, privacy, and ability to inspire deep focus, connection, and strategic expansion.

- ***What results can I expect from joining?***

Within the first 60 days, founders often see clarity turn into momentum through revenue increases, and operations finally feel aligned. But the most profound shift isn't external. It's how you lead. You'll think differently, decide faster, and move with the grounded authority of a woman who knows exactly who she is and what she's building.

Founder Haus doesn't just elevate your business, it redefines how you lead it.

THE INVITATION

Founder Haus is intentionally private.

This is not a space for women seeking information, inspiration, or surface-level growth. It is a strategic leadership environment for founders who are already in motion and who recognize that their next level requires refinement, proximity, and sisterhood. Entry into Founder Haus reflects readiness for a higher standard of leadership. One rooted in clarity over chaos, composure over urgency, and strategy over noise.

Admission is by application and private interview to ensure alignment, integrity, and caliber within the collective. Each cohort is intentionally limited to preserve intimacy, access, and the depth of advisory required at this level. If you feel called to this experience, it's likely because you understand that scale is no longer about effort—it's about infrastructure. About access to high-level mentorship and proximity to a sisterhood of women who think long-term, lead decisively, and build with composure.

Founder Haus is not for everyone. It is for the woman ready to lead what she is building fully, visibly, and without compromise.

Apply for Consideration

Limited seats. One standard: excellence.



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ASHLEY DELAND

Business Advisory, Multi-Business Founder &
Start-Up Investor

 ashley@ashleydeland.com

 [@ashleydeland](https://www.instagram.com/ashleydeland)

 www.ashleydeland.com