

AUTHORITY FOR FOUNDERS · 6-MONTH MONEY-BACK GUARANTEE

## Get my first 100 brands supporting us — today.

You're a founder. The product is shipping. The category is hot. The investors are watching the analytics. And the organic traffic to the site is flat because nobody knows your category exists yet, let alone that you're in it.

Pillar Authority gets you in the synthesis at the stage where you need it most. 20 supporting network properties per month at Single Market (\$2,000). Six-month money-back guarantee. Real coverage on real sites in the languages your category actually searches in.

**Get my first 100 brands supporting us — today.**  [\(/contact?](/contact?product=authority&segment=founders)

[product=authority&segment=founders\)](/contact?product=authority&segment=founders)

**See Authority tiers**  [\(/authority#tiers\)](/authority#tiers)

Want the institutional view instead? [Pillar Authority → \(/authority\)](/authority)

## Why this segment picks Pillar.

**Category presence from day**

**The category-leader risk**

**one.**

Don't wait three years for organic SEO to compound. Authority shorts the compounding by publishing your category presence into existence.

**Founder-to-founder economics.**

\$2,000/month is operating-budget-scale. Six months in, you either have category presence or you have your money back. No long-term lock-in.

**profile.**

Founders who establish category presence early hold it. Authority is the engine that establishes it before competitors notice you.

**Spanish-language ecommerce, specifically.**

If your DTC brand sells into LATAM or US Hispanic, this is Pillar's deepest inventory position. thousands of premium Spanish-language domains, pan-Hispanic content discipline.

The market.

**01 — Founders who build brand authority early get cited later.**

Over 5,000 US startups raise seed or Series A capital each year, but most defer brand authority until paid acquisition stops scaling. AI search has changed the math on that delay.

**5,000+**

US startups raising seed or Series A annually

PITCHBOOK 2024

**\$80B+**

US seed and Series A capital deployed in 2024

NVCA / PITCHBOOK 2024

**40%+**B2B search queries now showing AI  
Overviews

SEMRUSH 2024

**60%+**Rise in customer acquisition cost since  
2020

HUBSPOT 2024

**3-5X**Conversion lift of brand-led growth vs. paid  
acquisition

HUBSPOT 2024

**\$2K/mo**Pillar Authority for Founders, 6-month  
guarantee

PILLAR 2024

The shift is structural. AI Overviews now appear on more than 40% of B2B search queries, and ChatGPT and Perplexity are routing high-intent discovery through cited sources rather than the ten blue links. A founder brand cited by these systems is in the conversation; one that is not, is not. Meanwhile, customer acquisition cost is up more than 60% since 2020, and brand-led growth converts 3-5x better than paid for early-stage companies. The founders who skip brand authority in their first 18 months pay for that decision later, in CAC they can no longer afford.

Most early-stage operators inherit a broken playbook: SEO agencies at \$5K-\$30K per month with 6-12 months to first results, or growth retainers tied to monthly output rather than outcome. [Pillar Authority \(/authority\)](#) for Founders is built differently. At \$2K per month with a 6-month guarantee, the engagement aligns with founder runway thinking and Series A timing, not agency billing cycles. The goal is concrete: establish brand category presence in AI answers before competitors do, while the median seed round of \$3M and median Series A of \$11M still have to stretch.

If you are raising or have just closed, the window to build authority is now. Review the engagement model on the [Authority \(/authority\)](#) page, or see how Pillar has positioned operators across our [portfolio \(/portfolio\)](#). The founders cited in next year's AI answers are the ones publishing this quarter.

# Questions for for founders.

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## **Is \$2K/month really enough to move my category?**

At Single Market (\$2K), you get 240 supporting network properties per year — enough to establish page-one visibility in a single regional market within year one for most categories. If your category is broader, the Multi-Market tier (\$5K) or Category-Wide tier (\$10K) is the right calibration. The scoping conversation surfaces the right starting tier.

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## **Why a 6-month guarantee instead of monthly?**

Because the compounding takes that long to show up. The first month you see coverage shipped. By month three, the structural change in search position starts being visible. By month six, the change is undeniable — or you get your money back.

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## **How is this different from buying ads?**

Ads stop the day you stop paying. Authority compounds — the editorial coverage on the network properties continues to produce search visibility and citations long after the paid period. Different category.

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