

STUDIO FOR FOUNDERS · FROM \$100/MONTH

Your first beautiful site, live this week.

You have a thing you're building. You need a beautiful site for it — not next month, not after three rounds of agency back-and-forth, not after you learn Squarespace. This week. And it has to be good enough that when an investor, a customer, or a journalist lands on it, they take you seriously.

That's what Studio One is for. \$100/month. Real creative team. The same infrastructure that runs thousands of live sites for the rest of the network. You get a site that looks like you can afford an agency, on a price tag you can afford this month.

Start scoping — \$100/month [\(/contact?tier=studio-one&segment=founders\)](/contact?tier=studio-one&segment=founders)

Show me what's possible [\(/portfolio\)](/portfolio)

Want the institutional view instead? [Pillar Studio → \(/studio\)](/studio)

Why founders pick Pillar Studio.

Beautiful by default.

The site looks like you spent five times what you spent. Real design work, not a template. The visual quality is what an investor expects to see, not what a \$100/month subscription would normally produce.

SEO and AEO baseline included.

Schema markup, structured data, AI-citation patterns, performance optimization, accessibility — all baked in. You don't have to learn what AEO is. We already run this across 100,000+ properties.

Multilingual on request.

Spanish, English, French at v1. Portuguese, Filipino/Tagalog, Indonesian, Swahili next. A Spanish version of your site is a Studio Suite upgrade away.

Live this week.

Scoping conversation by Wednesday. First pages live by Friday. Iteration through the weekend. You don't lose a month to procurement and discovery.

Edit it from your phone.

The pages refresh through the same operating system we use across the network. You send updates, we ship them. No CMS to learn. No staging environment to manage. You founder; we operate the website.

Upgrade path is real.

When you outgrow Studio One, Suite (\$500/mo) and Network (\$1,000/mo) are right there. When you want category-wide distribution, Authority is the layer above. Same engine, same team, no replatform.

Browse the library and see what other founders have built on Pillar inventory. Find a domain you like; we can deploy Studio on it the same week.

[Browse the library → \(/portfolio\)](#)

Market Context

01 — The website is the first investor meeting you don't take.

Roughly 5,000 US startups raise seed or Series A capital each year, and 94% of the first impression they make is design-related. Founders get one shot at that 50-millisecond verdict.

~5,000

US startups raising seed or Series A annually

PITCHBOOK 2024

\$80B+

US seed + Series A capital deployed in 2024

NVCA / PITCHBOOK

50ms

Time to form a first impression of a website

STANFORD WEB CREDIBILITY

94%

Of first brand impressions that are design-related

STANFORD / LINDGAARD 2006

23%

Of founders happy with their current website

Y COMBINATOR 2024

40%+

Of US search queries now showing AI Overviews

SEMRUSH 2024

The early-stage market is crowded and expensive. Carta puts the 2024 median seed round at \$3M and the median Series A at \$11M, with more than \$80B deployed across the two stages last year. Every one of those founders needs a credible web presence on day one, yet 75% say their website matters and only 23% are happy with what they have. The gap is structural: traditional agencies take 4-6 weeks and burn months of runway; templates ship in hours but compound no brand equity. Neither fits a pre-seed or seed timeline.

Pillar Studio sits in the middle. A real creative team, paired with an AI production engine, ships the founding website in days on a Pillar-curated .com that ranks faster than path-on-platform alternatives. Pricing runs \$100-\$500/mo, sized to a 6-12 month runway rather than a quarterly retainer. The work is meant to be the foundation a founder grows into, not a placeholder they replace at Series A. Earlier [portfolio \(/portfolio/\)](#) work shows what that looks like in production.

The discovery layer is also shifting underneath founders. AI Overviews already appear on 40%+ of US search queries, and brands not cited in those answers lose share of voice every quarter they wait. Founder authority is cheapest to build before product-market fit and hardest to win after, which is why Studio sites are designed to feed directly into [Pillar Authority \(/authority/\)](#), as the company scales. The first impression you only get once is now also the first signal an AI model learns about you.

Questions for this segment.

Is \$100/month really enough to get a beautiful site?

Yes. The economics work because Pillar operates 100,000+ properties on shared infrastructure — the design system, the publishing engine, the SEO/AEO baseline, the hosting, the AI-assisted production layer. Your \$100/month is paying for the creative team's allocated hours plus access to that shared infrastructure. A boutique agency charging \$5K/month builds you a one-off site on their stack, which they then have to maintain forever. Same dollar value at month 6, very different value frame.

What if I need more than 10 pages a month?

Studio Suite is \$500/month for 50 pages, Studio Network is \$1,000/month for 100. You can upgrade any time. The page allocation is firepower — new pages or substantive edits both count. Most founders start on One, then upgrade to Suite when the company starts shipping content (blog, case studies, multilingual).

Can I bring my existing domain?

Yes. We point your existing domain at the Studio site. If you don't have a domain yet, you can browse the library at [portfolio \(/portfolio\)](#) and lease one for \$100/month (in addition to the Studio subscription) or purchase outright at transparent comparable-sales-based pricing.

How fast can you actually ship?

First scoping call within 2 business days of the signed scoping form. First pages live within 5-7 business days for Studio One. Studio Suite and Network are scoped to depth, so timelines vary — but no waiting six weeks for the work to start.

What if I'm not ready yet?

Then don't buy. Browse the library, read the insights, see what we've built. Reach out when you're actually ready. We'd rather have a real founder a month from now than a tire-kicker tomorrow.
