

Who We Are

FoundHer Edge is an exclusive international community of women who are CEO/Founders of B2B companies. The mission of the FoundHer Edge community is to empower these driven and accomplished leaders with the tools, mentoring, and peer support they seek to master sales, leadership, and personal growth. We help them along their journey to build businesses that they are proud of—businesses that create meaning and impact in the world.

Our Ideal Member

Our ideal member is a woman who:

- Is the Founder, CEO, or Principal of a B2B company.
- The business is generating revenue but is still scaling (typically between \$50K and \$1M in annual revenue, though this may vary).
- Still leads the sales function for her business and may find it at times challenging.
- Is committed to personal growth. Understands the ongoing journey of inner work, building a powerful mindset, and developing her self-awareness and "being."
- Prioritizes meaning and impact in her business as much as financial success.
- Is coachable, open to feedback, and eager to take action to improve her business outcomes.

Typically, Our Members Are Challenged With:

- Sales. Selling is different when selling ourselves and our company. They are looking for an ethical approach to selling that fits their values and mission.
- Community. It's lonely at the top. They long for a community where their peers have similar aspirations, values and challenges.
- Insights / Perspective. Respected points of view from outside of their own mind who can provide a different perspective leading to breakthrough insights.
- Imposter Syndrome. "Who am I to call that CEO..." we all experience this... and yet breaking through our perceived barriers is critical to success.
- Playing Too Safe. Reaching out to "easy" connections instead of highly impactful ones that intimidate them.
- Perfectionism. Wanting the answers before going forward... and never feeling safe enough to experiment, fail, and learn along the way.
- Balance. Between life and work. Between impact and practical demands of being in business. Between "giving it away" and charging a fair price.

We'd Like an Introduction If You Hear Someone Say This:

- **On Sales Authenticity:**

"I want to sell in a way that aligns with my values, but I don't know how to balance being genuine with closing deals."

"I feel like I'm compromising my mission just to hit revenue targets. There has to be a better way."

- **On Isolation and Peer Support:**

"I'm exhausted trying to do this alone. I wish I had a group of women who 'get' what it's like to lead a B2B business while juggling everything else."

"I need honest feedback from people who aren't afraid to challenge me—but in a way that feels supportive, not judgmental."

- **On Self-Doubt and Growth:**

"I'm stuck reaching out to low-impact clients because the 'bigger fish' feel way out of my league. How do I break this cycle?"

"I keep second-guessing my pricing. Am I charging too much, or am I still undervaluing my worth?"

- **On Perfectionism and Action:**

"I've spent months refining my offer, but I'm terrified to actually put it out there. What if it's not perfect?"

"I'm drowning in advice and courses. I just need someone to help me focus on the one thing that'll move the needle."

- **On Balance and Integrity:**

"I started this business to make an impact, but lately, I feel like I'm just chasing invoices. How do I reconnect with my purpose?"

"I'm either working nonstop or feeling guilty for not doing enough. There has to be a way to grow without burning out."

How You Can Help

If you know a woman who is a CEO/Founder and fits this profile and would benefit from being part of an empowering community that helps her grow her business while staying true to her values, please introduce us! We'd love to connect with her.

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