# A place for your next step.

The studio, ideas, free tools, acquisitions, share sales, and useful introductions.
What's here. Who it's for. How to begin.


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October 2026 · buildmudita.com/guide
Program availability and terms may change. Check the linked pages before acting.

# What is Mudita Studios?

A venture studio that invents and builds companies, and one website for everyone who wants to work with it.

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## One website, several starting points

Mudita Studios invents and builds tech-forward companies. Build Mudita is its website. It shows what the studio builds and how, and it gives you a way in, whatever you bring: an idea, a business, an asset, shares you own, or a useful introduction.

The home page leads with the studio: our companies, then a live count of studio companies, free tools, published studies and Library ideas. Below that sit four doors: I have an idea; I want to build with the studio; I want to sell a company or asset; I want to partner or invest. The top menu follows the same split: Demo Day, Studio, Ideas, Tools, Sell to Mudita and Partner.

## Choose the route that matches your goal

- See what the studio builds: open Studio for the portfolio, team, playbook and kill log.
- See the companies present: Demo Day on December 14 is for Mudita partners and invited guests.
- Help build a company part time: read about Entrepreneurs in Orbit on the Team page.
- Explore a business idea: browse the Idea Library or ask Miles to research your own.
- Get free AI prompts, playbooks and working tools: open Tools.
- Sell or license a business or asset, or buy one: start with Get Acquired.
- Sell shares you own in a private technology company: check Sell Shares.
- Introduce an owner, or source deals regularly: use referrals or apply as a partner.
- Contribute ideas or defined work: try Bounties and the Innovation Lab.

## What the names mean

Miles is the research tool on this site. The Idea Library is a collection of business opportunities and the evidence attached to them. Studio Research is a series of published studies about the venture studio model.

Get Acquired handles business and asset opportunities. Sell Shares handles possible sales of an existing ownership stake and is presented by Mudita Venture Partners, a fund that is a separate entity from Mudita Studios. These are separate conversations with different information requirements and terms.

## Start without making a commitment

Reading pages and choosing a route does not commit you to anything. Research findings are inputs to your judgment. Transaction inquiries begin a review; they do not guarantee a buyer, an offer, funding, or payment. The current program page and any signed agreement govern the details.

### Where to go

See the studio → Browse ideas → Free tools → Explore Get Acquired → Explore Sell Shares →

Read online: buildmudita.com/guide/welcome

# Meet the studio

The companies Mudita builds, the people behind them, the gates every idea goes through, and Demo Day.

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## The portfolio

Studio (/studio) lists the companies we are building: CentSight, Predict.law, Sign AI and Zoe Diagnostics. Each has its own page with what the company does and a link to its live site, where one is published. Above the list, The studio, counted shows live totals of studio companies, free tools, published studies and Library ideas, counted from the site itself.

Where the record exists, a company page tells its origin story in four steps: idea, signals, tests, company. Predict.law's page, for example, runs from the idea of making legal decisions data-driven to the company's founding in 2024. Steps without a public record are left out, not filled in. Company pages also link to Demo Day.

## The team, and Entrepreneurs in Orbit

Team (/studio/team) names the studio operators, the partners at Mudita Venture Partners, and the leaders of our companies. The studio and the fund are separate entities that share leadership and resources.

Entrepreneurs in Orbit is a part-time alternative to an entrepreneur-in-residence program. Experienced operators help shape the companies we incubate without leaving their day jobs, in exchange for equity in the ventures they contribute to. Ask about joining from the Team page.

## How the studio builds

Why build with a studio (/studio/why-a-studio) walks through the five stages: ideate, validate, build, launch and scale. It also sets out the honest tradeoffs against going solo or joining an accelerator, including that a studio founder owns less than a solo founder.

The playbook (/studio/playbook) turns each stage into a gate: a question an idea must answer before it gets more time, people or money. Every idea, ours or yours, faces the same gates. Most ideas stop at one. That is the point.

The kill log (/studio/kill-log) is where stopped ideas get written up: what we tested, what came back, and why we stopped. No entries are published yet. Only ideas that were really tested will appear, with the real result.

## Demo Day, for partners

Demo Day (/demo-day) is Monday, December 14, 2026, from 3 to 4pm ET. Each studio company gets one card: a short film of the real product, a live link, three numbers, and one ask you can help with.

Anyone can open the page, see the date and add it to a calendar. The company cards are for Mudita partners and invited guests. Sign in with the account your invite went to. If you are not on the list, the page tells you so and points you to Contact.

- Claim an ask: click 'I can help' on a card and say how. Add who you could introduce, if you know someone. Claiming needs a verified email.
- What happens next: your offer goes to the Mudita team and is checked against the network map for the warmest path. A person at Mudita makes the intro by hand. Nothing is sent automatically.
- Guest links: open the link from your invite while signed in with a verified email, and your account joins the guest list. A link can expire, be withdrawn, or be used only once. Ask the person who invited you for a new one.

### Where to go

Portfolio → Team → Playbook → Why a studio → Kill log → Demo Day →

Read online: buildmudita.com/guide/studio

# Explore an idea before you build

Use Miles, the Idea Library and the Studio Series to turn an interesting thought into better-informed questions.

## If you are looking for an idea

Start in the Idea Library (/library). Browse opportunities, open an idea card, and inspect the research and progress attached to it. Depending on the card, you may find research, suggested advertising, test plans, changes in the market, or recorded outcomes.

A listed idea is not a proven one. Look for what has actually been tested, what evidence supports a claim, and what remains a hypothesis. A failed test can be as useful as a promising result.

## Support ideas on the leaderboard

The Idea Leaderboard (/ideas) ranks public, active Library ideas by real community votes. Choose seven days, 30 days or all time, search by category, and sign in to vote or save favorites. Each account gets one active vote per idea. The board and Library share votes; participation badges reflect active support and do not carry prizes.

## If you already have an idea

Use Research an idea on the home page. Describe the customer, the problem, and your proposed solution in ordinary language. For example: 'Independent retailers spend hours updating supplier prices. I want to help them compare changes automatically.'

Miles investigates the market, competition, cost and difficulty, product need, and possible financial return. You can start without an account. Sign in to keep your reports in My reports, compare them side by side, and share research in a team workspace.

## How to read the result

Treat a report as a starting point. Read the reasoning and sources, not just the score. Check that it describes your actual customer and market, then follow up with customer conversations and small tests before spending heavily. Requesting research does not add your idea to the public Library; adding an idea is a separate action.

## The Studio Series: research on the studio model

Studio Research (/research) publishes the Studio Series: reports on the venture studio model, each built on a dataset or model Mudita assembled itself. Nine of the ten planned reports are published, each with sourced exhibits and a PDF. Where the data cuts against the studio story, the report says so. Read it to understand how studios work; use Miles for research on your own idea.

## Opportunity Signals is a studio view

Opportunity Signals (/library/signals) is the studio team's sorting layer over the Library. It flags cheap tests, strategic assets and cards that need human review. It is open to the Mudita team only; other visitors are sent to sign in or back to the Library. Its labels classify idea cards. They do not prove demand, price or buyer intent.

### Where to go

Idea leaderboard → Idea Library → Research my idea → My reports → Studio Research →

Read online: buildmudita.com/guide/ideas-and-research

# Free tools

Eleven free AI libraries, playbooks and interactive tools from the studio. Browse any of them free. One account unlocks all of them.

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## Libraries: copy what works

- The Prompt Library (/tools/prompts): copy-ready AI prompts for the work founders and teams do every week.
- The Skill Library (/tools/skills): ready-to-use AI skill files, tested on real work.
- The AI Tool Directory (/tools/ai-tool-directory): a map of AI tools by job, with what each is for and what it costs.

## Playbooks: follow the plan

- First 30 Days with Claude (/tools/first-30-days): a week-by-week plan for executives to make Claude a daily habit.
- The Company Builder (/tools/company-builder): the system we use to take an idea to first revenue, with stage gates and copy-paste prompts.
- The AI Visibility Workflow (/tools/ai-visibility): map the questions buyers ask, see where AI answers come from, and build pages that get cited.

## Interactive tools: try it on your own business

- The Rebuild Engine (/tools/rebuild-engine): paste a company and see how we would rebuild its manual work to run on AI.
- The Boring Index (/tools/boring-index): unglamorous industries, ranked by how ready they are for an AI-first rebuild.
- The Free Build (/tools/free-build): describe one repetitive task, and we build a working tool for it and hand it over, free.
- The Raise Radar (/tools/raise-radar): enter your sector, stage and check size for a shortlist of investors ranked by fit.
- The Night Shift (/tools/night-shift): design a roster of AI employees for your business, plus a manager that reviews their work.

## One account for every tool

Every tool opens with a free preview, and you need no account to look around. One free tools account unlocks the full version of all eleven, plus copies and PDFs, and sends you a welcome note. Sign up once; the same account works across the whole family.

That tools account is separate from your Build Mudita sign-in. Your Miles reports and acquisition activity live in My workspace, not in Tools. Want research on a specific idea instead? Ask Miles.

### Where to go

Browse all tools → Prompt Library → Company Builder → Raise Radar →

Read online: buildmudita.com/guide/tools

# Introduce a business or asset

Get Acquired starts a conversation about selling a business, selling an asset, or licensing its use.

## Pick what you actually own

You may have a whole company, a product, working internal software, or data you have the right to license. Get Acquired gives each of these a starting point. You can be exploring possibilities; you do not need to arrive with a completed deal.

- Company or product: describe the business, customers, financial picture, and what you want to sell.
- Internal tools and workflows: describe useful software or processes you built to operate your business.
- Dataset: describe the information, its source and coverage, and your rights to share or license it.
- AI training or evaluation environment: describe a task or environment that could help train or test an AI system. The form calls this the RL path.

## What happens in the intake

Choose a path, introduce yourself and the business, and answer the questions that fit the opportunity. You can save progress and return using the private resume link. Saved answers are stored for Mudita's review even before final submission. Unsaved answers may remain on your device.

When you finish, submit the inquiry for review. Mudita may ask for clarification, explore a possible fit, or decline. This is an initial review, not an instant valuation or a commitment to buy. Any transaction needs its own diligence, scope, and agreement.

## Describe the asset; keep sensitive material with you

The intake asks for descriptions. Do not paste passwords, access tokens, raw personal records, or confidential customer files. For data and software, establish who owns it and what permissions or restrictions apply before any transfer.

A sale changes ownership of what is agreed. A license gives someone permission to use an asset on agreed terms. The scope, permitted use, security, price, and duration depend on the eventual agreement. The estimate tool, when pricing is configured, is only an indicative data-license estimate; it is not a company valuation or offer.

## If you are a buyer

The buyer marketplace shows opportunities approved for publication by their owners. It may be empty when no such listings are published. Submit a buyer request to explain what you are looking for. The private data room needs a verified email and separate approval; creating an account alone does not grant access.

### Where to go

Start an inquiry → Buyer marketplace → Submit a buyer request → Read the data notice →

Read online: buildmudita.com/guide/get-acquired

# Make a useful introduction

Help an owner reach Mudita, with a clear distinction between tracking an introduction and earning a fee.

## A referral begins with the owner's permission

Use acquisition referrals when you know an owner who may want to sell a business or license an asset. Explain the introduction to them first and share only information you are authorized to share. Disclose any potential compensation and any ownership, employment, or other conflict.

Create your referral workspace, then use a reusable referral link or a link for a specific opportunity. Send the link to the owner so they can describe the opportunity themselves. You should not collect their raw datasets or private customer files on Mudita's behalf.

## What counts as progress

A person clicking your link is not the same as a completed referral. The owner must complete the full intake through the referral route. Mudita then reviews eligibility, including the relationship, authority to share, existing contact, and competing introductions.

Your workspace lets you follow your introductions and the information Mudita explicitly shares with you. It does not give you the owner's private intake answers or internal review notes. A recorded introduction or completed intake does not automatically create a right to payment.

## Partners are for ongoing sourcing

Apply as an acquisition partner if you expect to bring opportunities regularly. Partner applications are reviewed. Accepted partners can use tools for handling multiple introductions, including bulk entry, and can track the activity available to them.

Referral recruitment and team relationships can also be recorded. Joining as a partner or introducing another partner does not by itself establish a commission or team reward. Get the actual commercial arrangement agreed before relying on it.

## Rewards require a written agreement

Mudita has not set a standard acquisition referral percentage, cap, credit period, or payment date. A separate written agreement must define eligibility, how a fee is calculated, any cap, the credit period, what triggers payment, and how later transactions are treated. There is no promised fee until that agreement exists.

Tracking attribution is an administrative record, not a guarantee. If you are unsure whether an introduction qualifies, ask Mudita before proceeding. Keep your private workspace link secure, and use your verified email to return to your activity across devices.

### Where to go

Referral workspace → Apply as a partner → Introduction terms →

Read online: buildmudita.com/guide/referrals-and-partners

# Explore selling shares you own

A separate route for existing shareholders in private technology companies.

## A share sale is different from selling a company

If you sell a company, you are discussing the business or the assets being acquired. If you sell shares, you are discussing an ownership stake you already hold. The company can keep operating while one shareholder's stake changes hands.

For example, an early employee may hold shares in a private technology business and want to explore selling part of that holding. That conversation belongs in Sell Shares. A founder exploring a sale of the business should start with Get Acquired.

## Who the route is for

Sell Shares is presented by Mudita Venture Partners for existing shareholders, including investors, founders, employees, or advisers authorized to discuss a holding. The page concerns private technology companies. It is not the route for a new fundraising round, public stock trades, fund interests, crypto, or real estate.

Mudita Venture Partners' published investment focus is post-revenue, AI-first business software in North America. A secondary purchase (buying an existing stake) still requires its own review of the company, the shares, and the proposed sale.

## Check availability first

At the time this guide was prepared, Sell Shares was a preview and was not accepting inquiries. The page displays its current availability. You can read about the program now; submit only when the form is open. Contact Mudita if you need help choosing a route.

When inquiries are open, start with the basics: your relationship to the holding, the company, and the approximate value you would like to sell. The initial introduction does not require documents. Do not assume you can transfer shares without checking the relevant restrictions and approvals.

## What to expect after an inquiry

The team reviews fit and may contact you with questions. Any transaction depends on diligence, agreed terms, and applicable transfer approvals. Sending an inquiry does not guarantee a response, offer, sale, price, or timeline.

The page is an initial inquiry channel, not a stock exchange or an offer to buy or sell securities. Read the program's own privacy information before submitting. Acquisition referral terms do not automatically apply to a share-sale introduction.

### Where to go

Check Sell Shares availability → Contact Mudita →

Read online: buildmudita.com/guide/sell-shares

# Contribute ideas, work, or connections

Bounties, the Innovation Lab, and the invite-only network map each serve a different purpose.

## Submit an idea through Bounties

The idea bounty route (/bounties) is for a business idea you want Mudita to consider building. Describe the problem, who has it, your proposed solution, and the insight you bring. Miles produces an initial score, and the Mudita team reviews the submission.

A cash bounty is conditional on Mudita deciding to build a company from the submission; the current terms leave qualification and the amount to Mudita's discretion, and cover similar ideas already under way. Submissions are not confidential, so share only what you have the right to share and keep trade secrets out of the form. Submitting is not a guaranteed payment, job, or equity award.

## Defined work and the Innovation Lab

You can also join the bounty network for discovery work, introductions, and small builds. Each network bounty has its own brief and reward, agreed before work starts. Registration alone is not an assignment or a promise of income.

The Innovation Lab (/lab) lets you explore proposed ideas, vote, and request updates. A vote does not give you ownership in a business or create a paid role.

## The network map is invite-only

The network map (/network) holds who Mudita and its partners know, so the team can find warm introductions. A general account does not grant access. If someone at Mudita sends you an invite link, open it to join.

Invited scouts, advisors and operating partners add their own connections. Upload a LinkedIn export, or contacts from your email or phone; the same person from different sources is merged into one. Then mark the people you know well as Strong or Warm. You can update your connections, or remove them from the map, at any time.

The Mudita team works from the full map:

- A heat map of who we know, by industry and job function.
- Questions in plain language, such as 'Who do we know in revenue cycle for healthcare?'
- Intro routes: which partner can reach a person or company, and how strong that tie is. Demo Day offers are checked against the same map.

### Where to go

Bounties & terms → Innovation Lab → Invited network →

Read online: buildmudita.com/guide/participate

# Find your way back

The site menu, every public page, and what needs a sign-in or an invitation.

## The menu, page by page

Every path starts at buildmudita.com. The menu runs Demo Day, Studio, Ideas, Tools, Sell to Mudita and Partner.

- Demo Day: /demo-day. Company cards for partners and invited guests.
- Studio: Portfolio /studio, Team /studio/team, Playbook /studio/playbook, Why build with a studio /studio/why-a-studio, Kill log /studio/kill-log, Studio Research /research.
- Ideas: Idea Library /library, Research an idea /#research, Add an idea /library?action=new (free account), Bounties /bounties, Innovation Lab /lab.
- Tools: /tools, with each of the eleven tools at its own /tools page.
- Sell to Mudita: Get Acquired /get-acquired, Sell Shares /sell-shares, Buyer marketplace /get-acquired/marketplace, Buyer requests /get-acquired/buyers, Buyer data room /get-acquired/data-room (approved buyers), Data-license estimate /get-acquired/estimate.
- Partner: Refer an opportunity /get-acquired/referrals, Acquisition partners /get-acquired/partners, Entrepreneurs in Orbit /studio/team#orbit, Contact Mudita /contact.
- Get oriented: this guide /guide, Sign in /login, Create account /signup.

## My workspace, and private links

Signed in, a My workspace menu appears: My reports /dashboard, Compare reports /compare, Team workspaces /team, Acquisition activity /get-acquired/account, the invite-only Network map /network, and Profile /profile. The network map, Demo Day cards and the buyer data room also need an invitation or approval.

Keep any private resume or workspace link to yourself: anyone with it may be able to view the record. On another device, sign in with the verified email you used in the form.

## A short checklist before you start

- Research: a few sentences on the customer, the problem, and your proposed solution.
- Get Acquired: what is being sold or licensed, who owns it, and what you may describe.
- Referrals: the owner's permission, your role, and any compensation agreed in writing.
- Sell Shares: check the form is open, then have basic company and holding details ready.
- Demo Day: the account your invite went to, with a verified email.
- Bounties: the reward terms read, and only material you can make non-confidential.

## When you are unsure

Use Contact Mudita and say what you have and what you want. No sensitive files needed. A completed form starts a review; it does not complete a transaction.

### Where to go

My reports → Acquisition activity → Sign in → Contact Mudita →

Read online: buildmudita.com/guide/accounts-and-next-steps