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“How Do You Do It All?” (Spoiler: I Don’t, But Here’s What I’m Building...

Every week, someone asks me some version of the same question:

“How are you doing all of this?”

And honestly? I get it. My life looks a little... eclectic from the outside. Depending on the day, you might find me elbow-deep in sourdough, leading a product meeting, tinkering with a data model, running a neighborhood run club, logging Ironman training miles before sunrise (Iron Man 2025 here I come) or dreaming up the next big tool for fellow sourdough bakers.

I’m also married, with kids — which means most days start with making breakfast for the wife and end with snuggling in to read 5 bedtime stories.

So here it is. The full picture. A snapshot of the businesses I’m building, what stage they’re in, and where I’m headed.

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▯ 1. SlateSourdough.com

What it is: A small-batch organic sourdough bakery and brand based in Tulsa, OK, plus a growing community of bread lovers near and far.

Stage: Live, thriving, expanding.

Right now: We’re baking 5 days a week for Tulsa, hosting creative workshops (like our Girls’ Night Out series), and working toward a *stretch dream*, a bigger oven for our permanent, public-facing bake space built with our community in mind.

Where it’s going: We’re launching a Kickstarter on July 26 to make that figure oven a reality, and investing more in our digital content to serve the global sourdough community that’s grown around us. Slate is heart-first, but built to scale.



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▯ 2. RunClubAt.com

What it is: A simple SMS-powered neighborhood run club platform. Think: the

easiest way to start, join, and grow a local run club — no app needed.

Stage: Beta

Right now: Currently piloting in Tulsa with real runners and real community leaders. The magic? It's *deliberately* low-friction — just a phone number and a route.

Where it's going: I'm building better tools for route preview, RSVP, and safety reminders. Think connection and consistency without the noise of another app. Lord have mercy I don't need another app.

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□ 3. GetSakra.com

What it is: A smart, simple SOC 2 Roadmap platform for small teams.

Stage: Alpha

Right now: We're (my intern, and I) combining roadmaps + AI to help startups go from "what even is SOC 2?" to "we're ready for audit." It's honest, fast, and founder-friendly.

Where it's going: I've onboarded 20 early access founders, and in late July, will ship to startup security teams who need clarity without the complexity.

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□ 4. ElasApp.com

What it is: The AI infrastructure behind Businesses.

An Agentic AI platform for building AI-powered internal tools (think: customizable ERPs, workflows, and dashboards) that don't require armies of engineers.

Stage: Mid-build, pre-launch

Right now: Dev Team & I are working on foundational features: config systems, access control, form builders, role logic. It's ambitious and meant for the businesses who want to own their operations stack.

Where it's going: Think: the rails for small business AI apps, built with Simplicity. Honestly, it's a big scary problem, but I'm thoroughly enjoying it.

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□ 5. SourdoughTools.com

What it is: A curated set of physical and digital tools to help serious home bakers level up their craft.

Stage: Early

Right now: building the product roadmap, sourcing prototypes, and preparing content. Think: tools that are beautiful, functional, and rooted in a sourdough-first philosophy. I've built a starter calculator as the first of five different tools.

Where it's going: Will launch with a flagship set + digital products for bakers who want their tools to feel as intentional as their loaves.

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So... How Do I Do It All?

Short answer: I don't.

Long answer: I'm a serial entrepreneur, and I've learned that the only way to do it all is to focus on one thing at a time.

Longer answer: I do it with help, with lots of systems, and with the belief that *doing multiple things* isn't a liability. This is how I stay curious, engaged, and growing.

These projects are different on the surface, but underneath, they're all about the same things:

Empowering people. Building tools that last. Bringing joy into the everyday.

And no, I don't have it all figured out. But I'm building things I believe in — one boule , one run, one vibe code session at a time.

More soon.

—Lawrence

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