EMBARGOED UNTIL 00:01, TUESDAY 22 SEPTEMBER 2026

Founder who nearly lost his company in 2019, then sold it in 2021, launches exit preparation platform

The Founders Exit® opens to UK founder-led businesses, built by a founder who sold his own company and then watched others arrive at the table unprepared.

Leigh Wells, who founded the data consultancy Comma Group and sold it to Amplifi in March 2021, has launched The Founders Exit®, an AI-native platform that helps owner-led businesses become exit-ready before they enter a live sale process.

Comma began as a dissertation on Wells's Executive MBA at Warwick and was built by three co-founders with a stated goal of exiting within five to seven years. It was acquired five years after inception, inside that window.

The two years before the sale were considerably less orderly. A senior hire brought in to run a new US operation resigned without warning after eighteen months. Their deputy resigned while Wells was mid-flight across the Atlantic. Redundancies followed, along with the buyout of a co-founder, and for a period in 2019 Wells did not know whether the company would survive.

> "A business is only worth what it is worth without you in the room. You find that out at the worst possible moment."
>
> Leigh Wells, founder, The Founders Exit®

The relationship that eventually led to the acquisition came out of that same US operation.

After the sale Wells joined a corporate finance firm, advising other founders through their own transactions. Seeing the same pattern repeat from the advisory side is what led to the platform.

The Founders Exit® rests on a specific argument about access. Most of the information a buyer will use to value a business is already public - filings, market data, competitor records, the same sources any acquirer will pull. What has never existed is a way for a founder to see it early, without appointing an advisor and starting a clock.

The Founders Exit® opens with two tiers: a free education level and a paid preparation level at £245 per month billed annually. It is aimed at founder-led UK businesses large enough to attract a trade or private equity buyer, but without the in-house corporate development function larger sellers rely on.

The Founders Exit® is deliberately not FCA-regulated. Wells describes the output as intended to make a founder's conversations with real advisors shorter and better informed, rather than to replace them.

Ends

Notes to editors

- Launch date: Tuesday 22 September 2026.
- Website: https://www.thefoundersexit.com
- Product walkthrough, including an introduction to Lily: https://www.thefoundersexit.com/demo
- Leigh Wells's own story: https://www.thefoundersexit.com/about
- Leigh Wells is available for interview before the embargo lifts. Screenshots and a live demonstration of the platform are available on request.
- Logo assets available on request.

About The Founders Exit®

The Founders Exit® is a UK platform that helps founder-led businesses prepare for a sale, covering the preparation period years before a formal process begins. It is an education and preparation platform rather than a broker or regulated advisor. The platform is operated by The Founders' Exit Limited, registered in England and Wales (No. 16941575) and based in Warwickshire.

About Leigh Wells

Leigh Wells co-founded Comma Group, a specialist data and information consultancy that grew out of his Executive MBA at Warwick and was shortlisted for a number of entrepreneurship awards, including a highly commended placing at the National Business Awards. Comma was acquired by Amplifi in March 2021. Wells subsequently advised founders through their own transactions at a corporate finance firm, and founded The Founders Exit® to build what he describes as the thing he wishes someone had handed him in 2019.

Press contact

Leigh Wells
Founder, The Founders Exit®
leigh@thefoundersexit.com
+44 7803 203 626
thefoundersexit.com