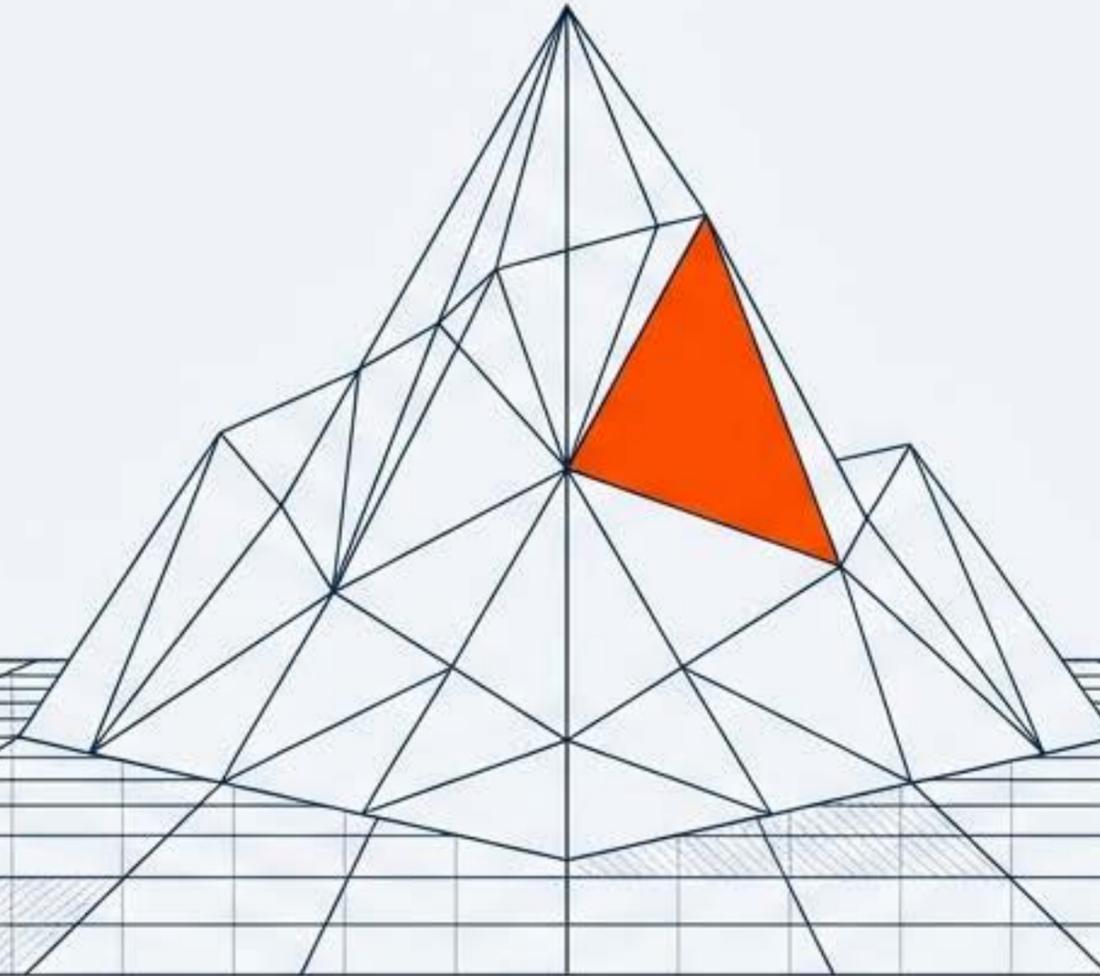


# THE APEX PARTNERSHIP

## Strategic Growth & Capitalization Plan



Scaling High-Touch Business Coaching to Profitability by August 2028

# The Roadmap to August 2028

Target: Secure high-margin stability within 32 months.



## Launch (2026)

Market Validation & CAPEX  
Deployment (\$51k)



## The Pivot (2027)

Scale to 5 Senior Coaches



## Breakeven (Aug 2028)

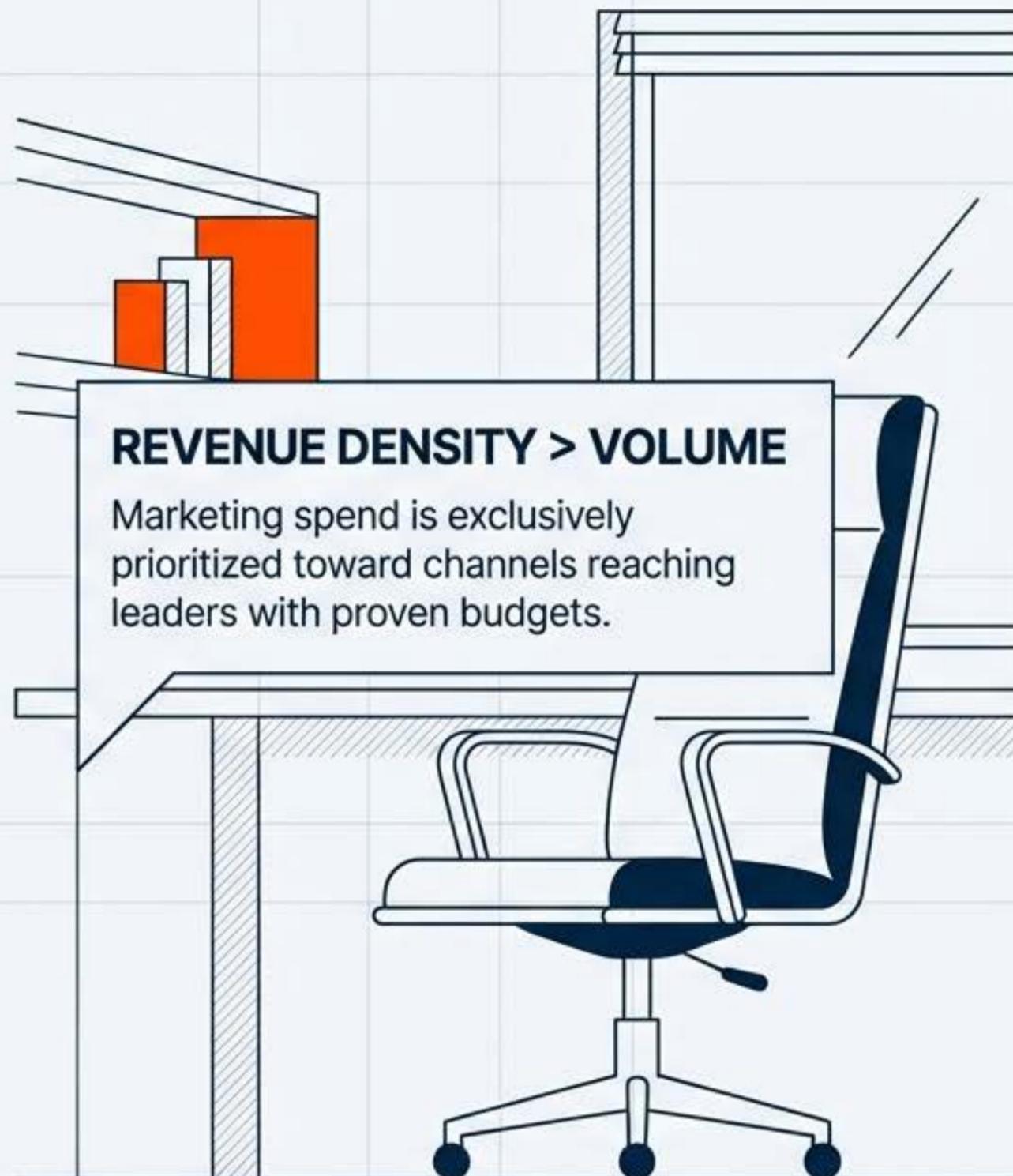
Cash Flow Positive & Junior  
Team Stabilization

Financial Snapshot			
FUNDING REQUIRED		CORE STRATEGY	
<b>\$920,000</b>		<ul style="list-style-type: none"><li>• Volume → Value</li><li>• Shift from Momentum to Apex</li></ul>	
Covers setup, deficit, & buffer			

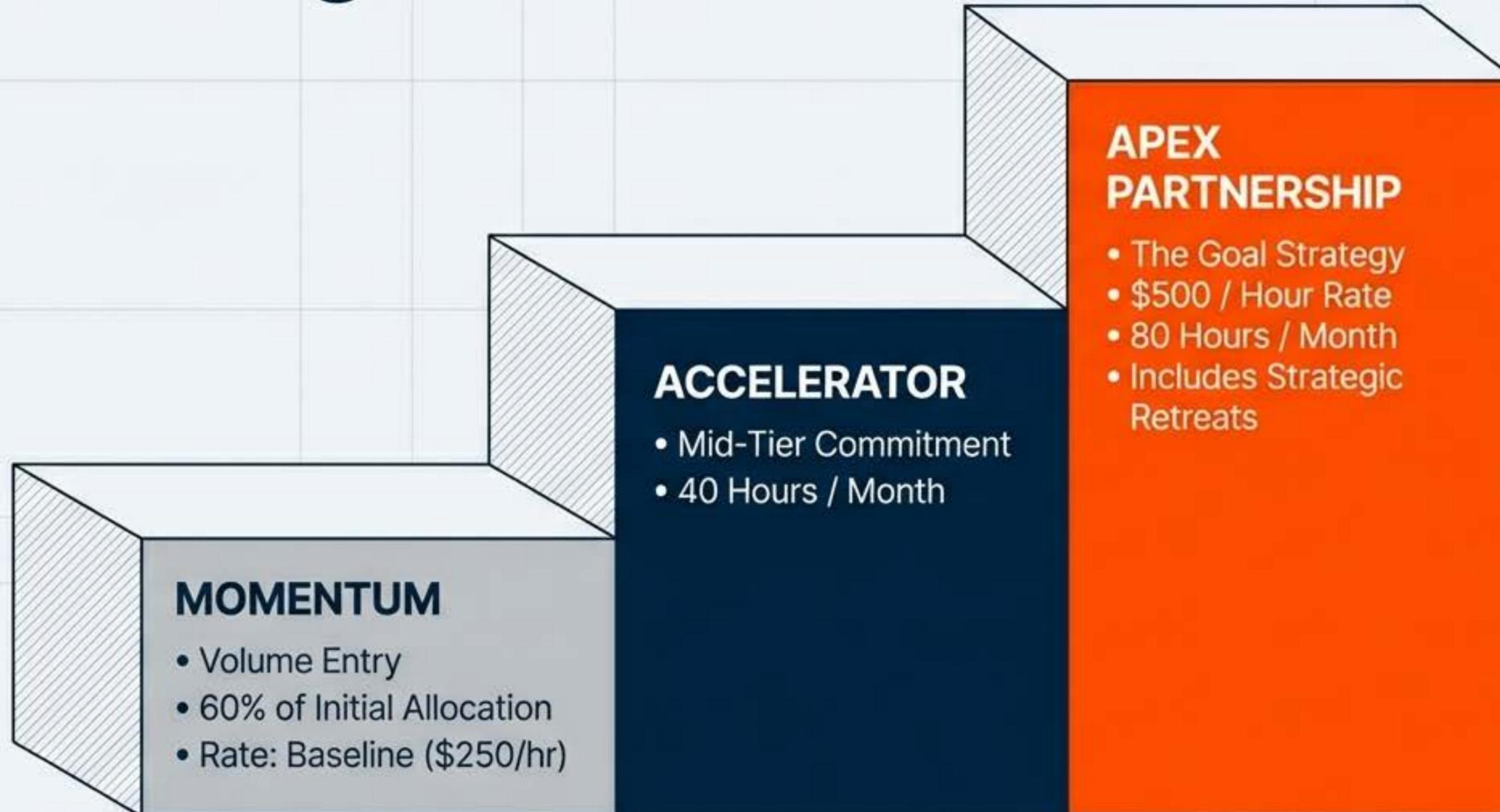
# The Target Market: The \$500/Hour Client

## THE IDEAL CLIENT PROFILE (ICP)

- ✓ Owner/Executive of mid-sized US firm
- ✓ **Trigger:** Growth plateau + Talent retention issues
- ✓ **Liquidity:** Immediate cash flow for premium rates
- ✓ **Mindset:** Values strategy over cost-cutting



# Tiered Value Delivery & Pricing Architecture



## THE ESCALATION CLAUSE

Mandatory 2–4% annual price increase embedded in all contracts to offset fixed overhead of \$5,100/mo.

# Justifying the \$1,000 Acquisition Cost

High CAC is sustainable only through contract-secured LTV.

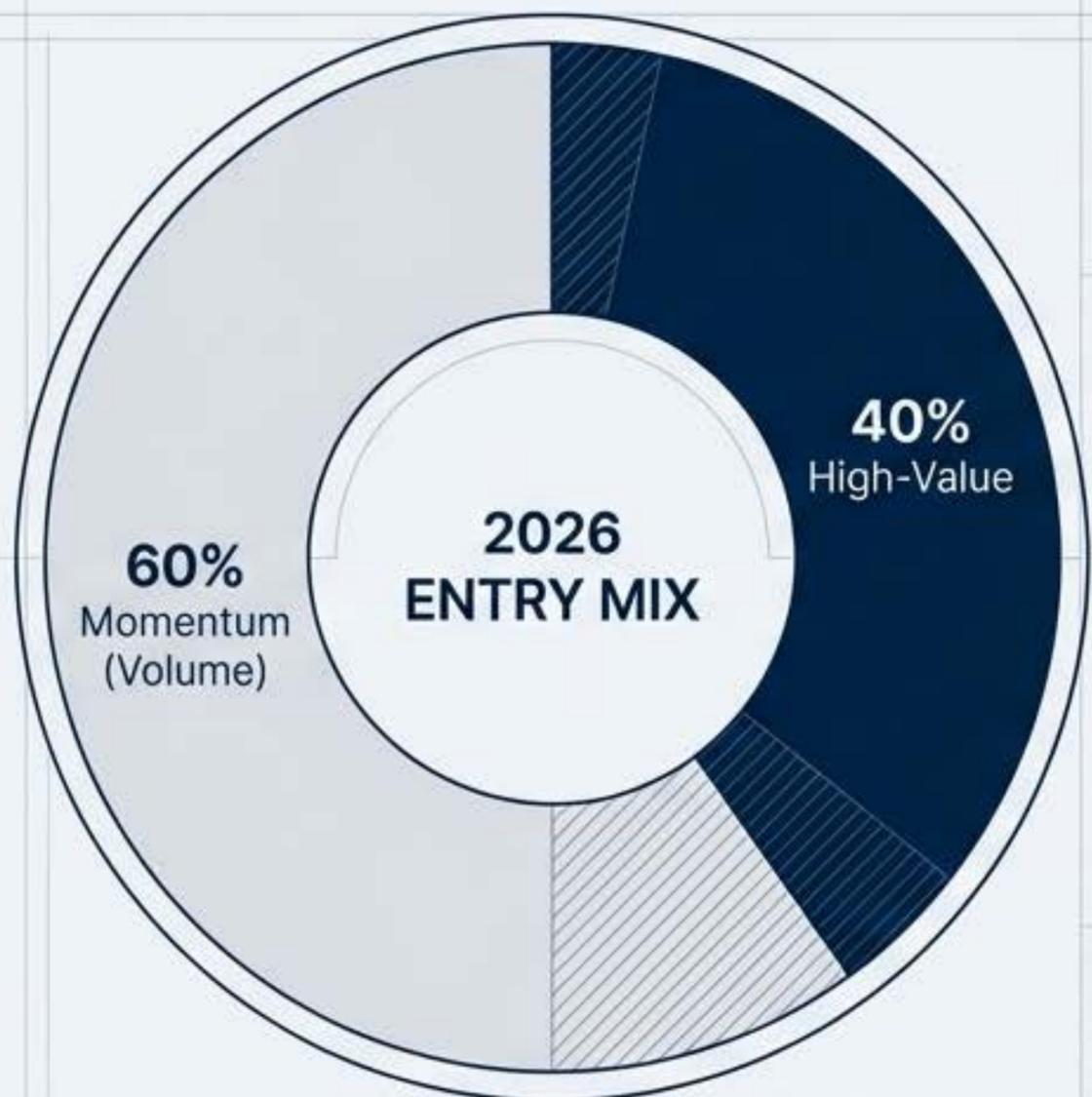
CUSTOMER ACQUISITION COST (CAC)	LIFETIME VALUE SECURITY
<p data-bbox="359 733 1159 971"><b>\$1,000</b></p> <p data-bbox="593 990 936 1056">(Year 2026)</p> <ul data-bbox="243 1146 1019 1211" style="list-style-type: none"><li>• Drops to \$800 by 2030.</li></ul> <hr data-bbox="243 1262 1279 1266"/> <p data-bbox="243 1315 1069 1459">Marketing Budget: \$20,000 (High-Intent Channels Only)</p>	<ul data-bbox="2045 752 3068 1164" style="list-style-type: none"><li>• <b>Strategy:</b> Screen specifically for “Accelerator” (40hr) and “Apex” (80hr) commitments.</li><li>• <b>Mechanic:</b> Long-term contracts offset Year 1 cash burn.</li></ul>



If 20 clients are acquired, the \$20k budget is fully utilized. Precision is mandatory.

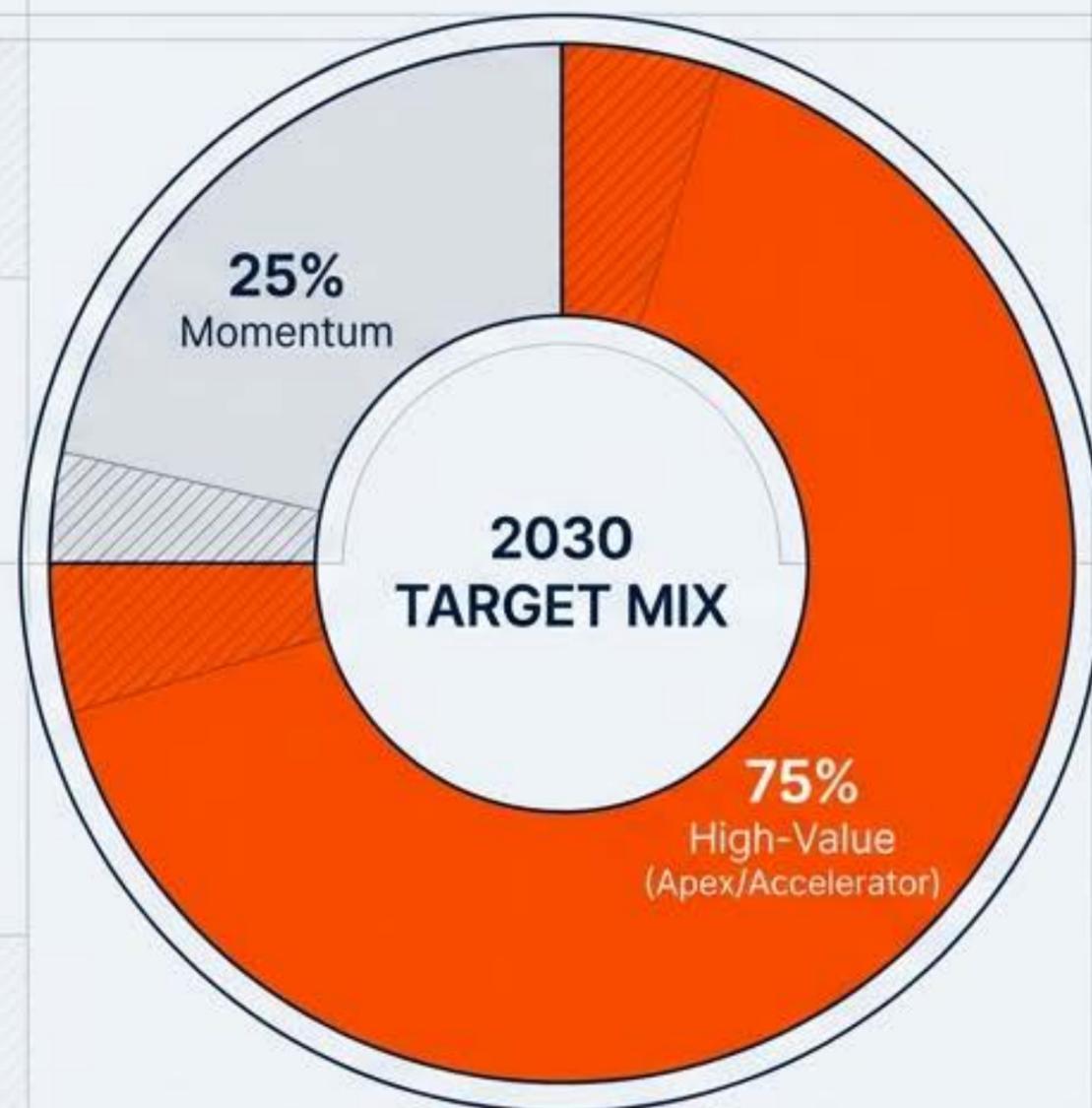
# Optimizing the Client Mix (2026 vs. 2030)

Flipping the funnel from Volume to Margin.



Strategic Shift  
Required to support  
\$150k Lead Coach  
Salary.

**Warning:**  
Onboarding  
delays >14 days  
= Churn Risk.



# Foundation CAPEX: The Cost of "Day One" Readiness

# \$51,000

Total Pre-Revenue Requirement



Fixed overhead (\$5,100/mo) begins immediately. Operational readiness must precede first sales call.

# Staffing for Quality & Scale

Human capital is the primary driver of the operational deficit.

1	2026   LAUNCH	LEAD COACH				
			└ \$150k Base + 150% Performance Bonus. Total Salary Budget: \$250k.			
2	2027   SCALING		5 SENIOR COACHES (FTE)			
			⚠ RISK POINT: \$100k Salary Addition. Must align with revenue.			
3	2028   STABILIZATION				5 JUNIOR COACHES (FTE)	
						└ Capacity support.

**Comp Structure Definition:** Is 150% bonus based on personal generation or firm-wide revenue? Must be defined in contract.

# Protecting Intellectual Property & Cash Flow



## ENTITY STRUCTURE

Liability shield established to protect personal assets.



## MASTER SERVICES AGREEMENT (MSA)

Explicitly secures proprietary coaching IP.

Defines "Success Metrics" to prevent scope creep.

Defense against payment disputes.



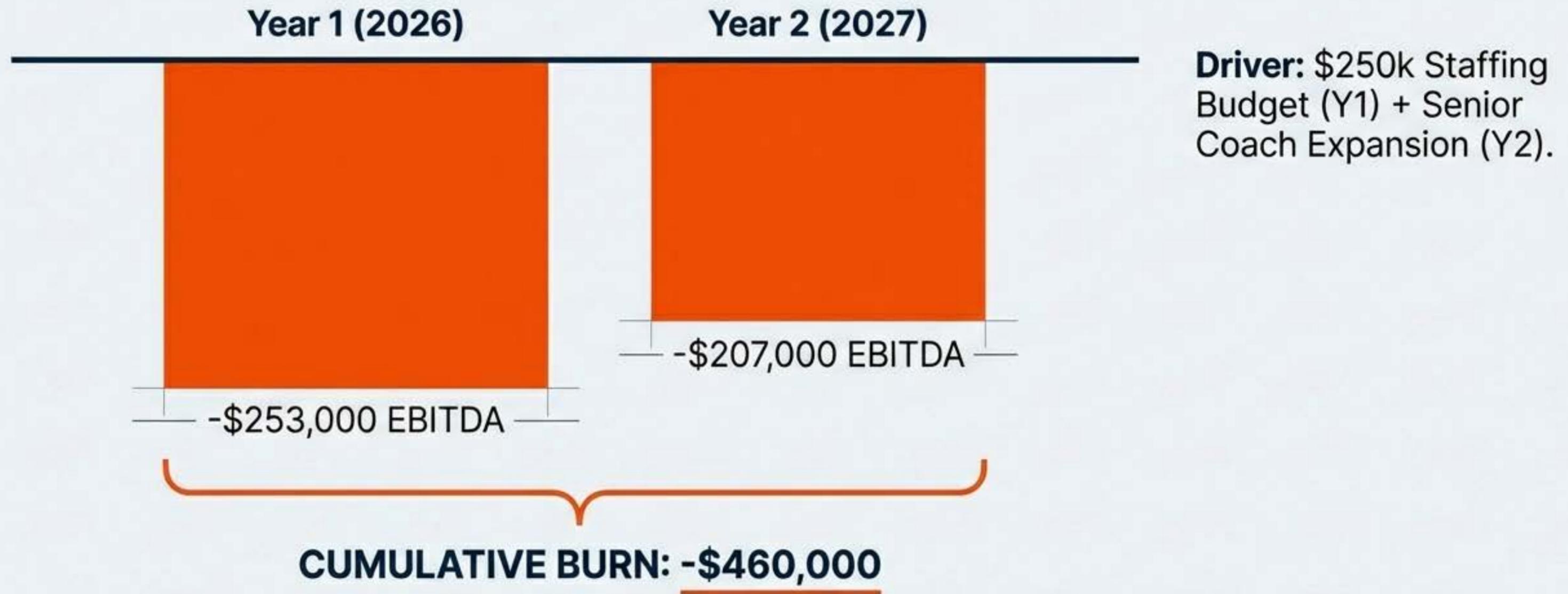
## MAINTENANCE BUDGET

**\$700 / Month**

Allocated for specialized legal & accounting retention.

# Navigating the Operational Deficit (2026-2027)

The “Valley of Death” before profitability.



# Funding the Runway to Profitability

Bridging the gap between minimum cash (\$289k) and actual safety.



# Execution Roadmap: The Next 7 Steps



# The Path Forward

## SUMMARY

- **THE PRODUCT:** Validated high-value coaching at \$500/hr.
- **THE CHALLENGE:** A capital-intensive 32-month runway.
- **THE PRIZE:** A stabilized, high-margin Apex partnership reaching breakeven in August 2028.

## IMMEDIATE ACTION

Approval of Capitalization Plan (\$920k) to commence Step 4 (CAPEX) and Step 5 (Legal) immediately.