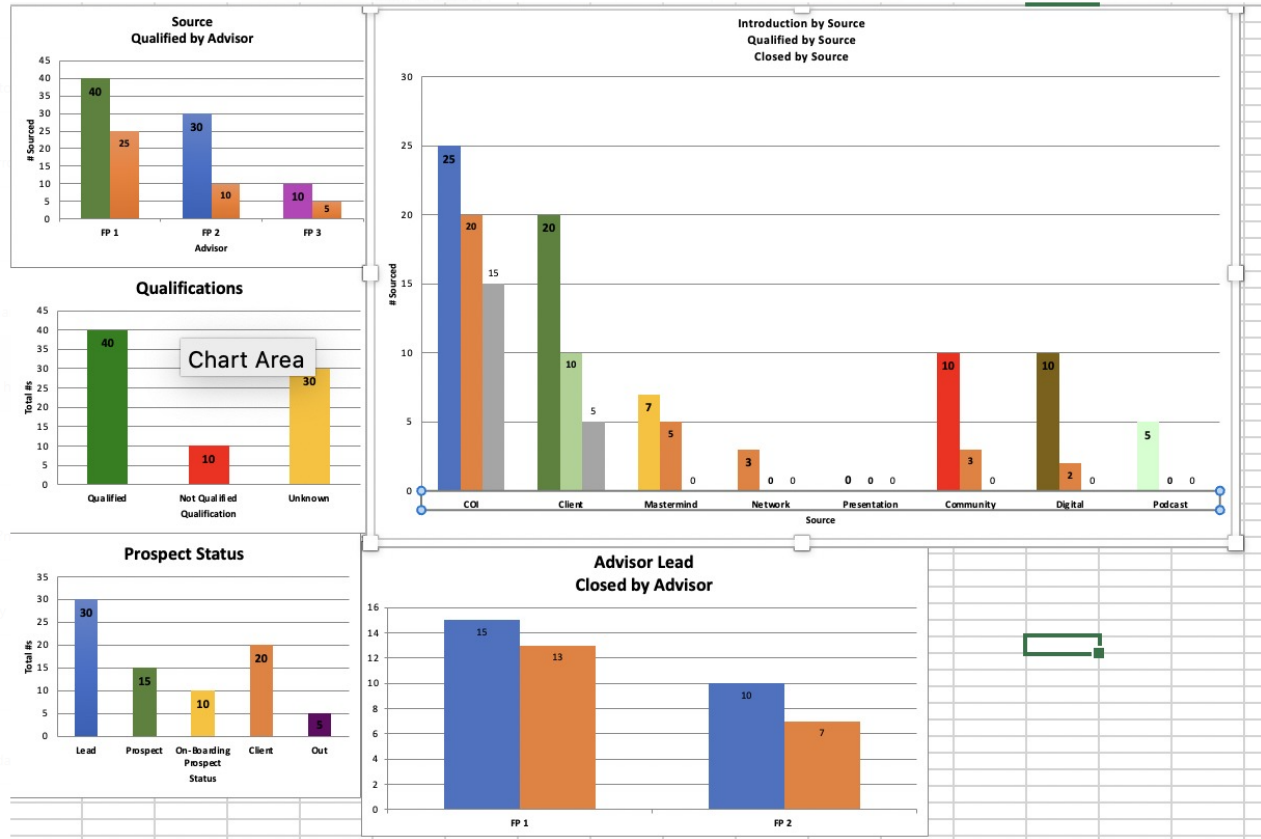


Managing Firm Performance

Destiny Capital Samples

	October	November	December	January
Starting Cash				
Cash Inflows				
Cash Outflow				
Constants				
Payroll				
Bonus				
Insurance				
Marketing				
Office Rent & Expenses				
Custodian Costs (Trading)				
Tax				
Vendors (IT, Tech, Compliance, etc...)				
Variable/Event Driven				
Legal fees				
Benefit changes				
Travel/meals/entertainment				
Annual Assessments & Annual Contracts				
Client and Team Events				
Project Costs				
Consultants				
Recruiting & Hiring				
Education and Conferences				
Partner				
Distributions				
Total Cash out/expenses				
Ending Cash				

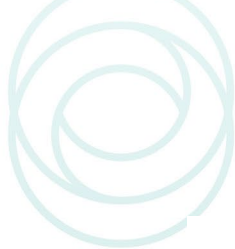
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	Baseline, No Growth, Market	16% growth/AUM fee
Gross Revenue Ending 06/30/2021		
	Percent of Gross	Percent of Gross
Payroll		
Payroll Tax/401k		
Bonus		
Bonus Payroll Tax/401k		
Health/Life/Disability/Workers Comp		
Education and Conferences		
Recruiting		
Total Employee	50.0%	45.0%
Rent, Property Tax, Liability Property Insurance		
IT and Data Services (MSP, CRM, Orion, eMoney, Riskalyze, Hardware)		
Discretionary IT/Data Services		
Marketing and Promotion		
Travel/Meals/Entertainment		
Regulatory/Compliance/EO Insurance		
Culture & Professional Growth (Team events, Coaching, etc...)		
Audit/Tax/Legal		
Office Supplies/Postage/Subscriptions		
Total Overhead	17.0%	13.0%
Custodian Costs		
Total Custody (Trading and Custody)	3.0%	
Corporate Charitable Donations		
Interest Expense		
Depreciation		
Total Operating Budget	70.0%	60.0%
Total Profit	30.0%	40.0%
Partner Buy In Debt Service Hurdle Rate (Total annual payments for all debtors + 25% for taxes)	10.0%	10.0%
Owner Profit above hurdle rate	20.0%	30.0%



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THE EOS MODEL™



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: **Destiny Capital/Entrepreneur Aligned**

VISION

CORE VALUES	1. Agency 2. Adaptive 3. Collaboration 4. Empathy 5. Self-Motivated	3-YEAR PICTURE™ Future Date: 12/2024 Revenue: \$6,400,000 Profit: \$1,920,000 (30%) Measurables: 350 clients @ \$20,000 avg revenue What does it look like? • Currently 200 +/- households @ \$17k avg • 30 new clients 2022 @ \$20k avg = \$600k new • 60 new clients 2023 = \$1.2m new • 60 new clients 2024 = \$1.2m new • Fee only RIA, single entity • 75%+ client interactions done virtually • Geographically distributed team, recruit the best anywhere • Great value add for clients in both planning and asset mgmt • Private RE strategies available • Crypto is a normal part of asset allocations • Four client service teams fully functioning • Entrepreneur marketing is consistent and successful • Partner group is 4+ and more internal candidates • Professional management, 2 FTEs focused 75%+ here
	Purpose/Cause/Passion: Help good people live the life they want to live.	
	Our Niche: Financially successful entrepreneurs with young children who want to be present for their kids, family, and business.	
	10-YEAR TARGET™ 12/2031 \$20M of revenue and national leader in entrepreneur wealth management thought leadership	
MARKETING STRATEGY	Target Market: The List™: Entrepreneurs with \$1M+ of annual owner benefit AND retirees with \$2M+ of assets. Three Uniques™ (Client Benefits) 1. Be known – we know everything and care about you. 2. Live Abundantly – focus on life, not \$ 3. Expertise – we get you the right answer because we know what it takes to succeed as a family focused entrepreneur. Proven Process: Learn, Deep Dive, Present Tradeoffs, Build the Roadmap, Refine and Navigate Guarantee: We help you turn financial success into the satisfying life you deserve.	

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THE EOS MODEL™



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: **Destiny Capital/Entrepreneur Aligned**

TRACTION

1-YEAR PLAN	Quarterly ROCKS	ISSUES LIST																																								
Future Date: 12/31/2022 Revenue: \$4,000,000 Profit: \$1,000,000 (25%) Measurables: 30 new clients at \$20k avg Goals for the Year: 1. Hire, onboard, train: COO and 3 advisors (2X planner, 1X associate) 2. Orion fully built 3. CRM replaced and B/D tracking integrated. Single record of all client notes to live in CRM. 4. Digital firm, geographically distributed team systems built and full digital security in place 5. All processes documented into central operations manual 6. EA onboarding at a rate of 20 clients per year 7. DC zero client attrition and onboarding 10 clients per year With your cursor in the last row, press Tab to add another row.	Future Date: 3/31/2022 Revenue: \$875,000 Profit: \$175,000 (20%) Measurables: 5 new clients @ \$20k avg <table border="1"> <tr> <td>1. COO job description finalized, reviewed by 3 COOs in network, and recruiting firm contracted with.</td> <td>TC</td> </tr> <tr> <td>2. Finalize remaining RIA accounts transferred to Fidelity</td> <td>TC</td> </tr> <tr> <td>3. Planner recruiting, engage recruiter.</td> <td>JM</td> </tr> <tr> <td>4. MSP onboarded – standards in place, vendor management process in place</td> <td>TC</td> </tr> <tr> <td>5. Office cleaned out and turned over to new tenant</td> <td>TC</td> </tr> <tr> <td>6. New Clients – 5 signed, zero attrition</td> <td>JM</td> </tr> <tr> <td>7. CEO video content, 1 per month</td> <td>JM</td> </tr> <tr> <td>8. Service models and playbooks finalized for EA, DC, and Edg</td> <td>JM</td> </tr> <tr> <td>9. Org Chart revamped with written expectations set.</td> <td>TC</td> </tr> <tr> <td>10. Orion set, all IPS parameters programmed into system. Billing ready for Q2.</td> <td>TD</td> </tr> </table>	1. COO job description finalized, reviewed by 3 COOs in network, and recruiting firm contracted with.	TC	2. Finalize remaining RIA accounts transferred to Fidelity	TC	3. Planner recruiting, engage recruiter.	JM	4. MSP onboarded – standards in place, vendor management process in place	TC	5. Office cleaned out and turned over to new tenant	TC	6. New Clients – 5 signed, zero attrition	JM	7. CEO video content, 1 per month	JM	8. Service models and playbooks finalized for EA, DC, and Edg	JM	9. Org Chart revamped with written expectations set.	TC	10. Orion set, all IPS parameters programmed into system. Billing ready for Q2.	TD	<table border="1"> <tr><td>1.</td><td>How to scope the CRM project for Q1 and who leads?</td></tr> <tr><td>2.</td><td>Crypto project – how do we create the capacity for this?</td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table> <p>With your cursor in the last row, press Tab to add another row.</p>	1.	How to scope the CRM project for Q1 and who leads?	2.	Crypto project – how do we create the capacity for this?	3.		4.		5.		6.		7.		8.		9.		10.	
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