

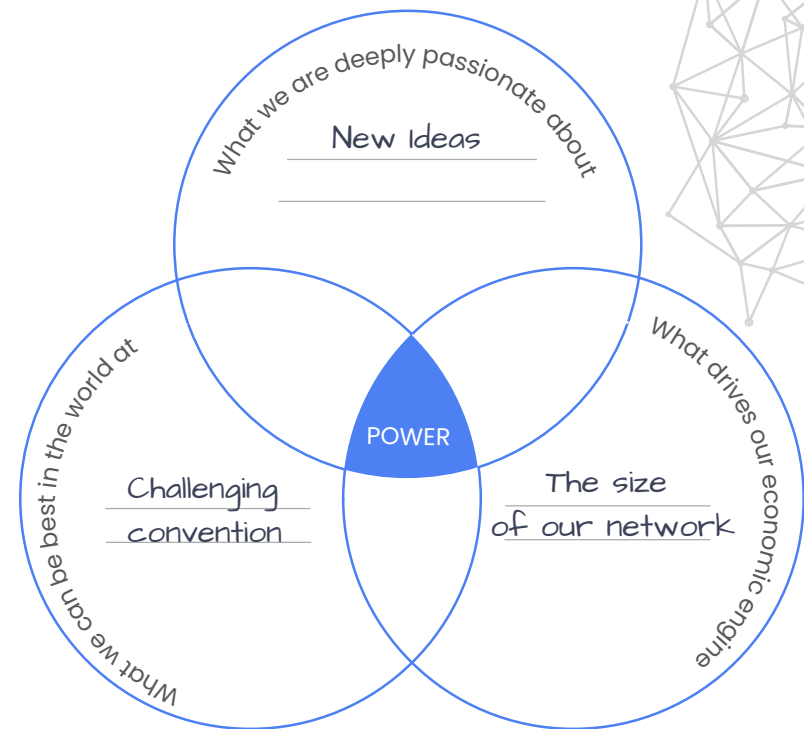
NOBLE PEOPLE ROAD MAP

We are the only media agency
that has the courage to challenge the expected in
pursuit of the bold solution

We are going be the first call for 25% of Interbrand CEO's
by elevating the value of marketing

by 2032

because when you impact the biggest businesses in the
world, you impact the world



VALUES

- Bold in forging new paths
- Original through imagination and action
- Honest with our clients, each other and ourselves

+ ORG HABITS

- Talk straight and be fearless with the truth
- Seek the productive outcome of difficult conversations
- Act with tolerable impatience

= CULTURE

- Resilient
- Ambitious
- Independent
- Self-driven

OUR BETS

DATE 3/31/2023 • Q2: Fill the Proactive Talent Pipeline

R: 4.7mm • Q2: Convert \$1.7m Rev in Q2, Send \$3.5m in Q3 proposals

P: Positive profit

EE: Leads (organic or new) • Q2 '23: Identify & track 3x Effie streams of work in development
• Q2 '23 Introduce AI into our operations or service

DATE 12/31/2023 • Grow Pointsbet & BJ's

R: 15mm • 90% Client retention (within calendar year)

P: 2.5mm • 5 Effie Submissions (case work worthy of submissions)

EE: N/A • Close \$6mm in new business (meet or exceed historic)

• Sub 60% comp (55% comp Q2-Q4)

• 25% "work rate" improvement (measure of productivity)

DATE 12/31/2025 • 250 employees

R: 50 mm • X Client Retention

P: 12.5mm • X Employee Retention

EE: N/A • NP on A-List

• (2) 5mm clients

• 25 total clients

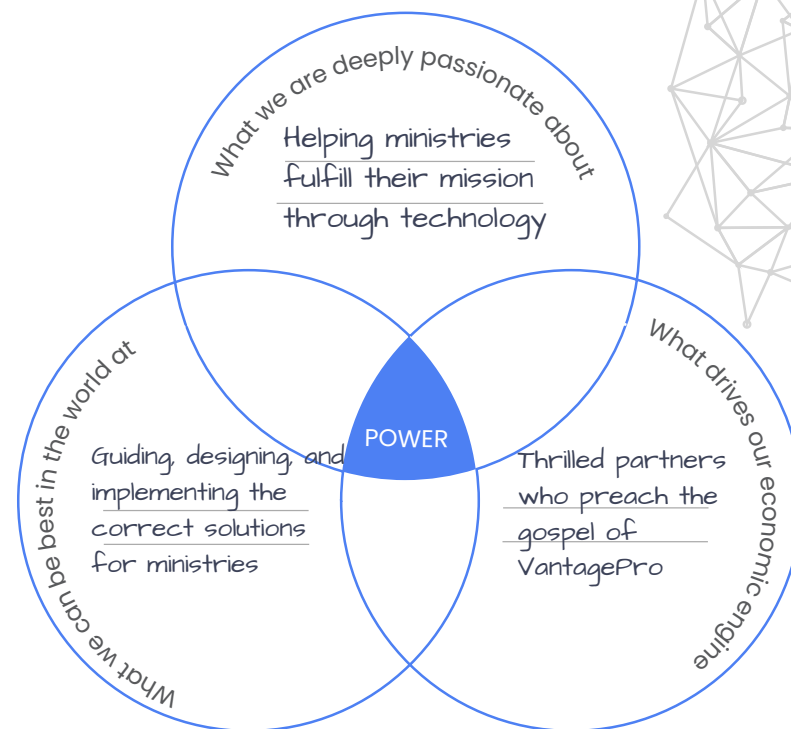
VANTAGE PRO ROAD MAP

We are the only AVL DESIGN & BUILD FIRM
that COMBINES AN EXPERIENCED TEAM AND
PROVEN PROCESS TO INTEGRATE THE RIGHT
SOLUTION, THE FIRST TIME, EVERY TIME

We are going SERVE 1,000 CHURCHES AND FAITH BASED
ORGANIZATIONS

by 2032

because SO THE CHURCH CAN MORE CLEARLY
COMMUNICATE THEIR MESSAGE TO
FULFILL THE GREAT COMMISSION.



VALUES

- LIVE HONORABLY
- BE GENEROUS
- HAVE FUN
- MAXIMIZE STEWARDSHIP
- SERVE WITH HUMILITY

+ ORG HABITS

- FAMILY TIME
- PRAY TOGETHER
- EVERYBODY LOADS THE TRUCK
- DO THE RIGHT THING
- GIVE IT AWAY

= CULTURE

- FAITH
- FAMILY
- PURPOSEFUL
- COLLABORATIVE
- GROWING & INNOVATIVE

OUR BETS

DATE 04/01/2023 • WAREHOUSE RELOCATION
R: TBD TO IE
P: TBD • WEBSITE UPDATE
EE: TBD • STANDARDS DOCUMENTED
• PROJECT LIFECYCLE
• HOST 1 LUNCH w/
TECHNICAL & CREATIVES IN
SOCAL

DATE 01/01/2024 • SERVE 60 NEW MINISTRIES
R: \$6M • \$3M (SOCAL), \$2M (MIDWEST),
\$500K (TX)
P: \$500K
EE: 30 • 2 NEW TEAM MEMBERS
• 5 DOCUMENTED FAN STORIES
• HOST 2 REGIONAL EVENTS

DATE 01/01/26 • 25 DOCUMENTED FAN
R: \$8M STORIES
P: \$960K • 5 NEW TEAM MEMBERS
EE: 100 • \$100K IN KINGDOM PHILANTHROPY
• HOST 4 REGIONAL EVENTS
• 3 NEW VISIONEERING-LIKE
PARTNERSHIPS

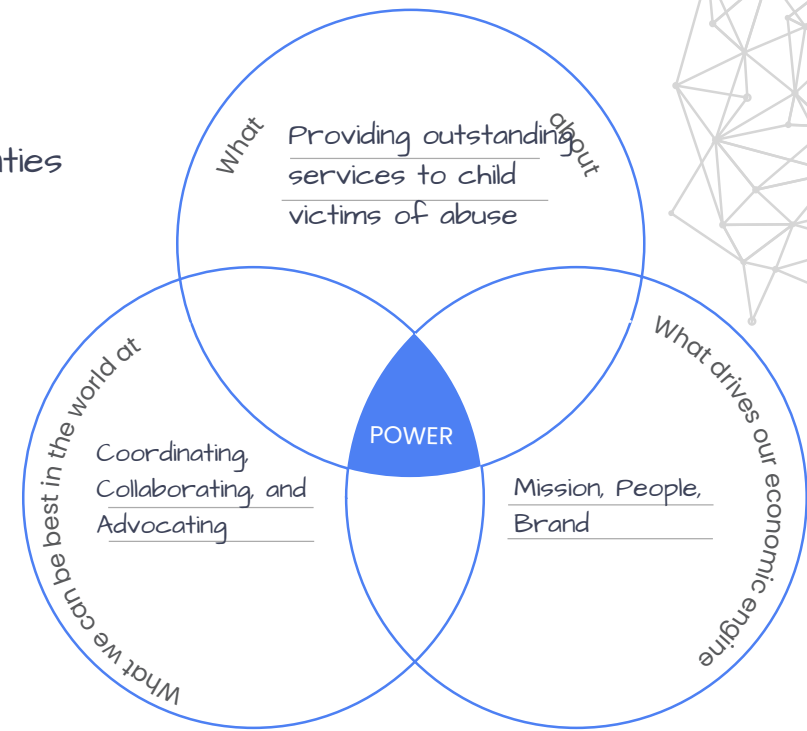
CAC ROAD MAP

We are the only non-profit / organization in Denton, Wise, and Jack counties
that is mandated by law to coordinate the
response to severe crimes against children.

We are going to provide outstanding services to every
child victim of abuse meeting criteria

by 2030

because communities are improved when every victim
is supported, heard, and healed.



VALUES

- Serve Every Child
- Believe in people
- Sweat the outcome
- Invite others to the table

+ ORG HABITS

- See a need, fill a need
- Do your part, so others can do their part
- Put your best foot forward
- Be mindful of your impact

= CULTURE

- Accountable ownership
- Relational Hospitality
- Collaborative
- Responsive

OUR BETS

DATE 05/10/2023 • Strategies for FA protocols approved by LT

R: \$300K in new revenue

P: Breadth: >91% • OMS Process defined/launched

EE: N/A • Make progress on 2 new revenue streams

• Successful site visit

DATE 01/01/2024 • No waiting list for therapy

R: \$7.3M • Lotus League > 25 members

P: Breadth: >91% (stabilized) • OMS survey participation rate increased by X%

EE: N/A • Strategies for 3 new revenue streams approved

DATE 01/01/26 • 70% of partner agencies going through training institute

R: \$10M

P: Breadth: >95% • 3 new revenue streams contributing >\$1M in revenue

EE: N/A

• No waiting list for therapy

• Education programming in 70% of ISDs in our area of expertise

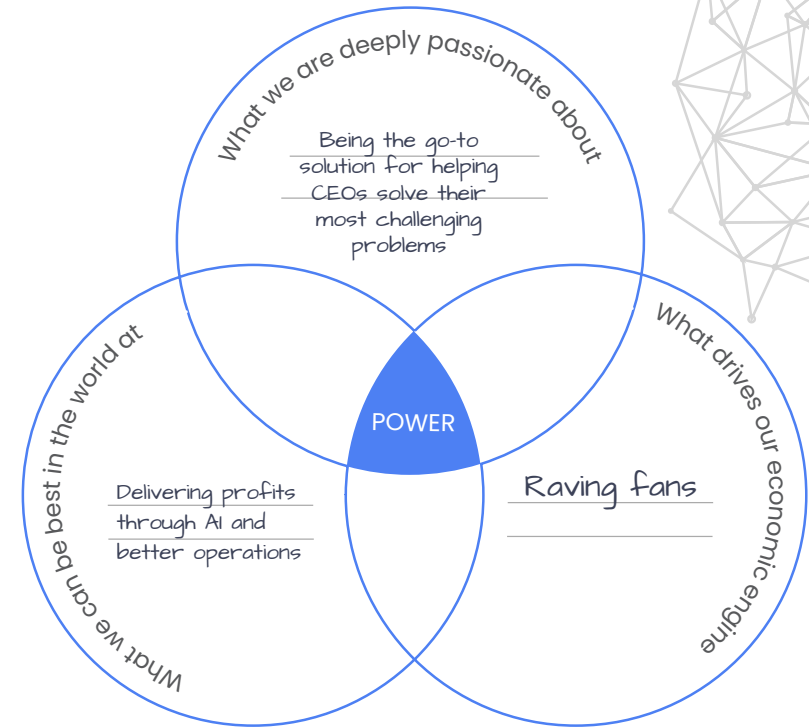
LOUDER CO ROAD MAP

We are the only AI & Operations Consultancy
that has the firepower to grow profits of sub
\$100 million businesses using big company experiences,
versatility, and a lot of heart.

We are going to create \$1B of economic impact in our
communities through employees and clients

by 2032

because economic impact purposely changes lives



VALUES

Be Growing
Be Purposeful
Be Human
Be Honest

+ ORG HABITS

Have the conversation
Go One Louder!
Do what you say
Create space

= CULTURE

Growth mindset
Balance
Work hard, play harder
Quality results, quality humans

OUR BETS

DATE 05/30/22
R: 500k
P: \$200k
EE: 6 raving fans

- Create clients from speaking engagements
- Create new revenue generating product
- Reignite and redefine Louder co. marketing
- Increase our revenue making potential

DATE 2023
R: 3 M
P: 12 M
EE: 10 Raving fans

- Ramp up active client list (10-12)
- Optimize Vistage speaker series
- Amplify marketing engine
- Move towards 101/hour work

DATE 2025
R: \$8 M
P: \$2.4 M
EE: 20 raving fans

- 25 consultants working in a hybrid (local/remote) office with a hybrid client base
- Business Development is delivering a pipeline of 15-20 clients / month

ANONYMOUS ROAD MAP

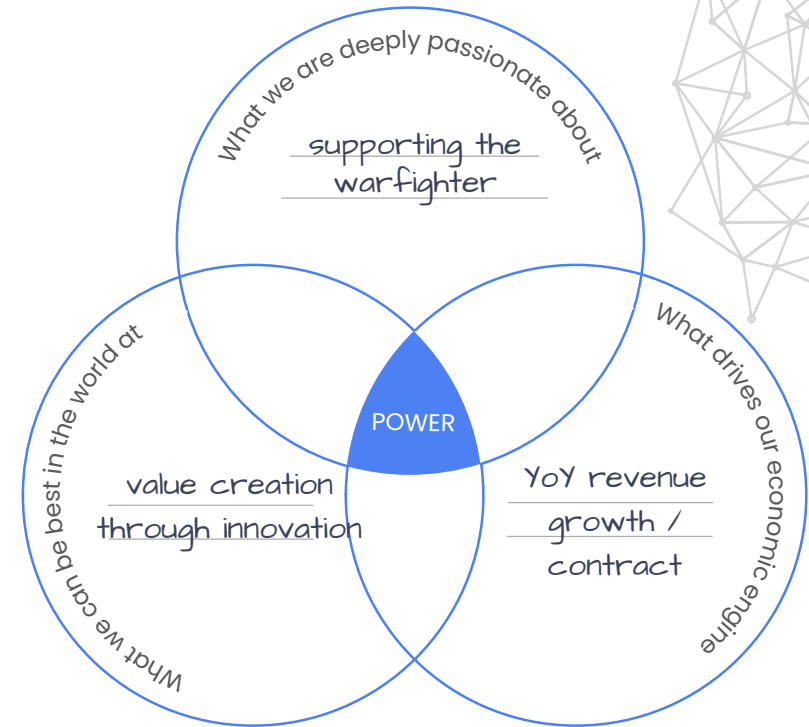
We are the only Defense Contractor

that delivers custom data acquisition analysis products and mission-critical operational expertise for military land, air, sea and subsea platforms.

We are going to develop innovative products and services and complete strategic investments in targeted opportunities to grow to \$75M in revenue

by 2032

because we believe that the products and capabilities that we deliver can fundamentally support the warfighter.



VALUES

C - Caring for each other

R - Resilient in our work

E - Energetic in our approach

E - Eagerness to learn

D - Dedication in all that we do

+ ORG HABITS

Transparency in communications

Promote team building

Think beyond the box

Excellence in delivery

Question to ensure understanding

= CULTURE

Inspired

Commitment to quality

Rewarding

Entrepreneurial

Innovative

OUR BETS

DATE 3/31/23

R: \$3.625M

P: 8%

EE: YoY revenue growth / contract

- PRV Transition to iSolved
- Strategic Plan
- AP Automation tool
- Objective from VOSB

DATE 12/31/23

R: 14.5M

P: 8%

EE: 10YoY revenue growth / contract

- 5-10 new direct employees
- 20% YoY revenue growth
- Achieve budgeted rates
- ISO 27001 certified

DATE 12/31/25

R: 25M

P: 10%

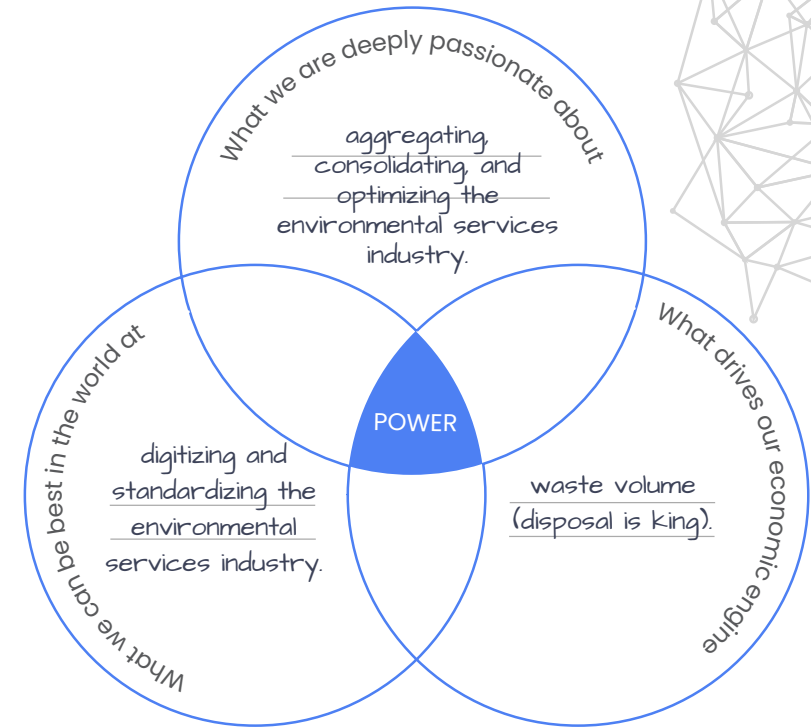
EE: 10YoY revenue growth / contract

- 5 new diversified contracts
- 100+ employees
- 4 new strategic business products, services or software
- 4 new customers

WASTELINQ S2 ROAD MAP

We are the only environmental services aggregator using technology to deliver solutions
that are best for our clients' businesses and that create capacity and value for all parties in the supply chain.

We are going to facilitate \$420m of Industrial and Commercial disposal spend
by 2029
because we believe the environmental services industry should be connected, simple, and transparent.



VALUES

Entrepreneurial Trailblazers
Independent Collaborators
Safety-Minded Risk-Takers
Empathetic Grinders

+ ORG HABITS

Work hard
Play hard
Ask "why not"
Find the win

= CULTURE

Innovative
Solution-oriented
Industrious

OUR BETS

DATE 03/31/23 • Internal Waste Tracking development (Tiger Team)
R: \$3.36m
P: (\$1.6)m • Complete AWT enhancements
EE: \$6.3m • Kemp items completed
 • 10-Day Drop Off Model

DATE 12/31/23 • Breakthrough technology
R: \$18.5m
P: (\$4.7)m
EE: \$38m

DATE 12/31/25 • Roll up/acquire complementary companies
R: \$70m
P: \$5.8m
EE: \$200m