

# We Build Companies That Thrive.

We advise startups and mid-size organizations to navigate the challenges of digital transformation and equitable growth. Our goal is to get to know you and your organization—to identify opportunities and invest in them. How do we do this? With in-depth industry expertise, razor-sharp focus, and innovative support options. Theo's mission is to dig in with you, in the early stage.

## Why Choose Us



### Founder Advisory

Our primary sectors of focus are Education, Real Estate, and Healthcare. We also serve diverse founders in our small business ecosystem sector agnostic. We design 6 or 9 month commitments with variable pricing to keep resources in your business for growth. Our founder network connects with 5 accelerators and \$35M raised. Our network is your net worth.



### Research Partner

There are deep questions that you need answers to. We can help deploy a team that will investigate and report back. University faculty, venture capital relationships, and grant leads at our disposal to support you.



### Strategic Partnerships

Leverage the benefit of partnership to grow your business. We can help develop a plan for strategic alignment of resources to increase your flexibility as a business owner and minimize risks.



### Investment Insights

We are prepared to block-and-tackle the big problems. Give us the basics and we'll take it from there. Our distinguished team can help bridge the feedback gap for you. We also work directly with angel investors in the US & Canada to enhance your visibility and tighten feedback loops.

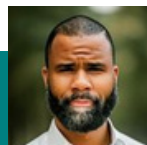
## Our Products

| Small Business Administration COVID Resiliency Study - Marketing Analysis

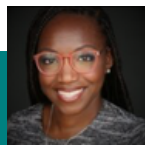
| Startup Stories - Case Study Series for Founders and Investors

| Client Book - Individually Tailored Resource

## Our Team



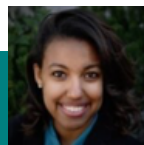
Christopher C. King, MBA  
Managing Partner



Erin F. Darden, esq.  
Small Business Advisor



Michael Stephenson  
Marketing Advisor



Deonee High, esq.  
Managing Principal

## Founder Advisory Tracks

### Learn Fast Track

6 sessions | 60 mins per session + final debrief

6 month commitment towards milestones.

#### Here's what we will cover:

- Investor Feedback & Key Ratios
- Competition
- Product & Service Development
- MVP Partnerships
- Team
- Market Sizing
- Press Strategy
- Financials

### Partner Track

9 sessions | 60 mins per session.

9 month commitment towards milestones.

#### Here's what we will cover:

- Founder driven and advisory defined before sprints.
  - Examples: Branding Vision, Distribution Channels, Pricing, Team Structure and Business Strategy.

C-suite and Theo executive team determine milestones for growth of business and resource deployment to each objective. Executive advice is given tailored to your current operational and visionary challenges.

## What to Expect

### Discovery

### Kickoff

### Design Experience

### Execution