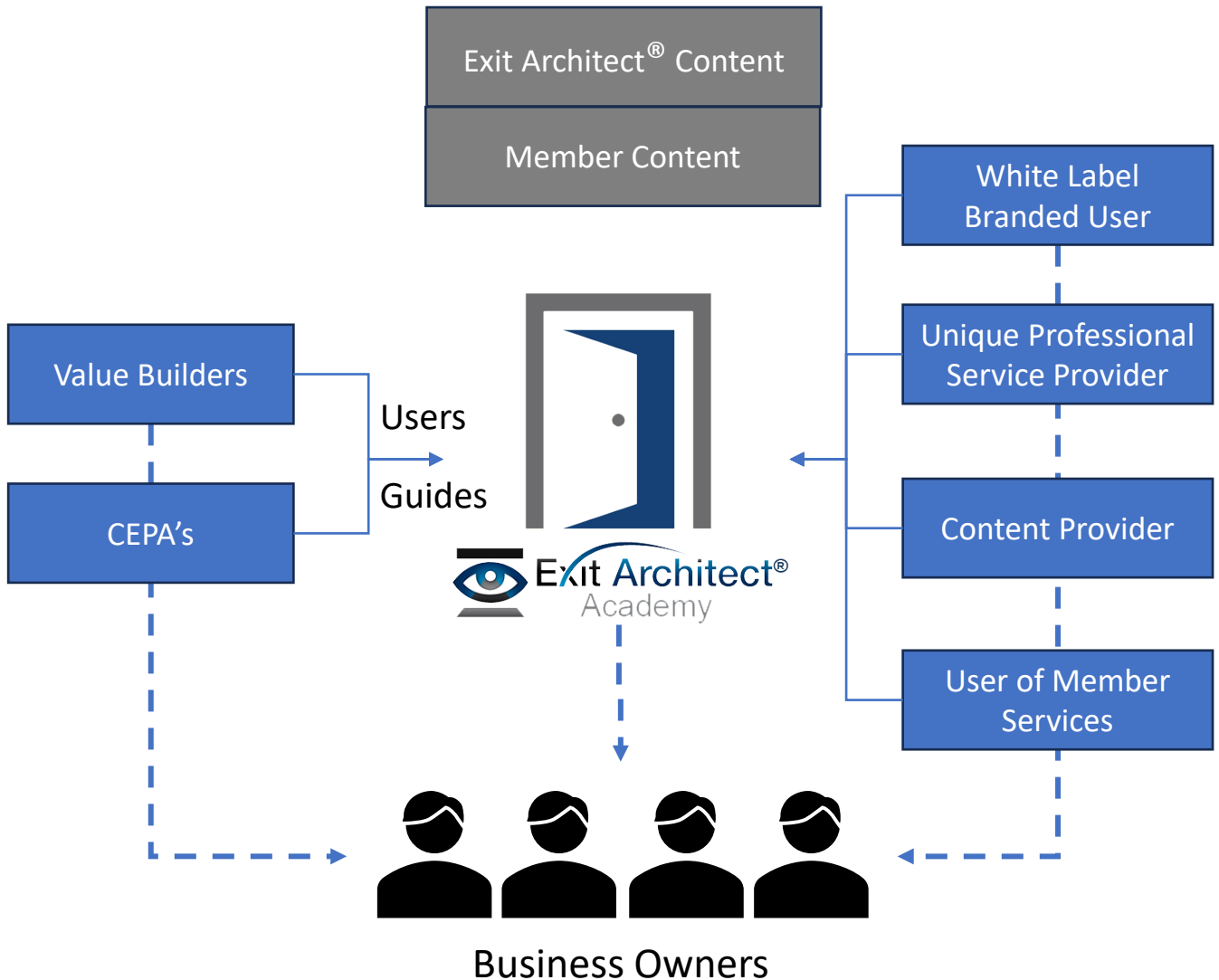


Exit Architect® Alliance

Our Mission is to help business owners enhance business value and plan for their eventual exit.



The Exit Architect® Academy is a comprehensive platform of information that helps business owners prepare for the sale or ownership transition of their business. With over 130 courses, over 100 videos, active fillable worksheets, podcasts, articles and dozens of questionnaires and surveys, the Academy is designed to help business owners identify, document and execute your business exit strategy.

RELATIONSHIP GUIDE FOR ALLIANCE MEMBERS OF THE EXIT ARCHITECT® ACADEMY

Introduction to the Exit Architect® Academy

The Academy was created by several companies to provide educational materials in the areas of value enhancement, revenue and profit growth, operational improvement, exit planning and M&A transactions.

Exit Architect® Academy Guides

Academy Guides are professional services businesses that focus on delivering value enhancement and exit planning services that contract with the Academy to provide educational services using the Academy's platform. Academy Guides and The Academy share revenues generated through the Academy. The revenue share percentage is different for Guide-sourced client members versus Academy-sourced client members.

Alliance Members of the Exit Architect® Academy

Alliance members of the Exit Architect® Academy are any professional service business that uses the Academy Educational Platform or who provide designated support services to members of the Alliance. Alliance members include:

- Academy Guides
- Businesses using the Academy to create their own branded, white-labeled services
- Businesses contributing unique content to the Academy
- Businesses providing specific support services desired by other alliance members
- Businesses who deliver their services in partnership with other alliance members

Academy and Academy Alliance Provided Services

The Academy and the Academy Alliance can provide the following services:

- Trains Academy Guides in the use of Academy and its educational materials.
- Provides initial member administration for Academy Guides.
- Provides administration training for Academy Guides.
- Assists in the creation of private content of individual Academy Guides.
- Creates branded, white-labeled versions of the Academy for those businesses desiring to brand their educational materials.
- Provides a platform for information exchange.
- Provides a vehicle for generation of lead flow to alliance members for their services.
- Provides a vehicle for the generation of referral fees and revenue sharing between alliance members.
- Provides a platform of training materials to employees of professional service companies.
- Provides assistance in helping alliance members with improving their marketing and service delivery methods.
- Hosts and maintains the Learning Management System (LMS) platform that provides the educational information and membership management for the Academy.
- Provides leads to Academy Guides from the Academy's marketing and advertising programs.
- Provides delivery resources to assist Alliance members in supporting their client's needs.