# The Entrepreneur's Wheel of Life<sup>™</sup>



Most entrepreneurs never retire.

They just keep going back to Phase 1. Pre-Transition Phase 2-40 years

# Laying the Foundation

# **Challenges**

# QUALITY OF LIFE

- Preoccupation with startup
- OptimismLoneliness
- ImprovisationTenacity
- FINANCIAL
- Raising capitalBelow-market
- Accountability to investors

salary

 Funneling all resources into the company

Post-Transition Phase 1-24 months

# Realizing the Dream

# Challenges

#### QUALIT' OF LIFE

- Figuring out what's next
- Determining how to return to Phase 1

## FINANCIAL

- Accountability to shareholders, board, and management
- Increasing enterprise value
- Strategizing goals with financial resources
- Expensive purchases (home, car, jewelry, boat)

# Ramping

# Up Challenges

# QUALITY OF LIFE

- Maintaining balance while working long hours
- Excitement
- Persistence

# FINANCIAL

Pre-Transition Phase

0-24 months

- Negotiations
- Increasing enterprise value
- Compensation
- Learning new business skills
- Financial and tax planning
- Accountability to investors and board

LIQUIDITY EVENT

## COMMON TO ALL PHASES

### Challenge

Maximize Value of Equity Awards (ISO, NQ, RSA, RSU, ESPP)

### Concerns

Wealth Preservation Tax Reduction Wealth Protection Passing Assets to Heirs Charitable Giving

### **Solutions**

Financial Education Expert Team of Advisors Personal CFO