

THE 12 – MONTH OWNER'S PROGRAM

EXIT READY INSTITUTE®

**Run your business like you're selling in 24 months.
Even if you never plan to.
Because Exit-Ready = your best growth strategy.**

A 12-module curriculum, a vetted mastermind of non-competing owners, and frameworks that make your business more valuable, transferable, and easier to run – whether you sell or not.

12

MODULES OVER
12 MONTHS

1

OF EACH PROFESSION
PER COHORT

8–15

OWNERS TO
MASTERMIND WITH

90

DAYS TO CLARITY ON
YOUR NEXT MOVE

WHAT YOU GET

| Three things, working together.



The Curriculum

A 12-module program across four quarters—valuation, strategy, people, tax, legal, retirement—sequenced the way real owners actually need it.



The Mastermind

A confidential cohort of 8–15 business owners. No two from the same profession – trade secrets stay protected, ideas flow freely. Plus the wider community: Roundtables, dinners, and curated intros.



The Transformation

Design a business that's transferable, not dependent on you—one that gives back your time and creates the freedom to grow, scale, or transfer on your terms.

WHY EXIT-READY = YOUR BEST GROWTH STRATEGY



Premium Multiples

Clean numbers and tight financials get top-of-market valuations.



More Freedom

Tighter systems means more time in the seat that matters.



Scalable Growth

Owner independence unlocks real scalability.



More Options

Higher value means more paths – sell, succeed, or scale.

For owners who work hard, take the risks, and are great at what they do. You deserve to win and to keep what you built. Reserve your seat now.

**RECLAIM YOUR TIME.
MAKE MORE MONEY.
DESIGN YOUR LEGACY.**

INSIDE THE PROGRAM

12 Modules. A 12-Month Build.

Three modules per quarter, in the order proven to create the most value, from foundations through optimization.

Q1 FOUNDATION	Business Valuation & Gap Analysis Where you stand today vs. what buyers actually pay for.	Financial Planning & Freedom Number Define what "enough" looks like – the anchor for every move.	Big Hairy Audacious Goal (B.H.A.G.) Is the business actually built for the goal you have?
Q2 BUILD	Company Differentiator What makes you the only choice – your Unique Ability, positioned.	Core Values, Brand & Marketing Messaging that scales beyond the founder.	People: Right Seat, Right Comp A team that runs the business without you in the middle.
Q3 PROTECT	Disaster & Key-Person Planning Insurance, continuity, and the calls you don't want to make.	Retirement Strategies How the business plays a role – and what life after looks like.	Legal & Estate Agreements, employee, and estate planning – tightened up.
Q4 OPTIMIZE	Tax Structure & Annual Plan Stop overpaying. Build the annual rhythm.	Long-Term Tax & Reinvestment Income reduction and capital reinvestment, by design.	Velocity of Money Liquidity, leverage, and your balance sheet, working harder.

BUILT FOR

| Owners at every stage.

Exit Ready
0 – 1 YR

Exit Ready
0 – 5 YR

Family /
Succession

Never Selling
Build & Hold

THE COHORT PROMISE

| A room of peers, not competitors.



MANUFACTURING



TECH / SAAS



CONSTRUCTION



HEALTHCARE



PRO SERVICES



RESTAURANT



REAL ESTATE



LOGISTICS

One per profession: Trade secrets stay protected so the room speaks freely.

Confidential by design: NDA-backed, non-soliciting environment.

Beyond the cohort: Roundtables, panels and curated high-impact introductions.

THE OPERATOR

BATTLE-TESTED BY BOBBY MASCIA.

Author of *"Unchained, The Raw Truth About Entrepreneurship, Family Business and Life Balance"*, Founder, The Exit Ready Institute®, Founder and CEO, Green Ridge Wealth Planning, CEO of Mascia Capital Group

Bobby left Wall Street to run the family business – and learned the hard way what nobody tells founders. The Exit Ready Institute® is the playbook he wishes he had: actionable advice, frameworks, and the network to skip years of trial and error.

8

FOUNDER STATUS

Reserved Seats
For the first 8 of every cohort



Bonus Sessions.



Shape the cohort.

Reserve a seat in the next cohort!

Cohorts are intentionally small and limited to one owner per profession. Apply early to save your seat – and your industry slot.

Your Program Commitment

HOW YOU'LL MEET



Monthly Group Sessions

- ✓ 1x per month via zoom
- ✓ 3 hours per session
- ✓ Up to 15 cohort members
- ✓ 12 sessions over the year
- ✓ Topic-driven & module aligned



1:1 Sessions

- ✓ 3 private sessions included
- ✓ Pull on the bench when stuck
- ✓ Personalized to your situation
- ✓ Scheduled at your convenience
- ✓ Goes beyond the group format

YOUR RESPONSIBILITIES AS A MEMBER



Attend all 12 group sessions.



Arrive on time & stay the full session.



Complete module assignments.



Bring a positive attitude.



Provide accurate business information.



Engage in good faith.

Program participation is governed by the Exit Ready Institute® Program Participation Agreement. Company does not guarantee specific financial, business, or exit outcomes. All decisions remain the sole responsibility of the Client. Governed by the laws of the State of New Jersey.