



## An exclusive community for founders.

Learn to 10x your business without breaking in half.

Welcome to the **Never Say Die** founder community!

An exclusive, invite-only community of high-potential, **high performance** founders.

You'll get the blueprint to go from early traction to a \$100M+ business... **without burning yourself out.**

This community is for serious, ambitious founders only. It's for those with some traction that now want to **10x their business.**

A community like this is understandably not for everyone.

So please read everything carefully before we continue. 📍

## About –

It's brutally hard to scale a business. \$0-\$1M is hard enough, nevermind **\$1-\$10M and beyond.**

But one thing's for sure... what got you here won't get you there.

You continuously need to reinvent yourself, and your company.

While also building the right foundation for scale.

A tricky balance indeed!

Oh ya, and you need to do it all without burning yourself out!

It truly is a marathon that requires careful planning & conditioning.

I know, because I've been in your shoes.

As a CEO and operator for the last 20+ years I've built a portfolio of companies worth well over \$1 billion.

Now I'm doing what I love most... working with other founders to help them scale their own businesses and accomplish their dreams.

I created the "Never Say Die" community to do exactly that.

Founders are by definition, underdogs.

"Never Say Die" speaks to the resilience that's required to succeed, and comes from the famous 80's movie, The Goonies.

You can think of the Never Say Die community in two parts:

1. Leverage my 20 years of operating experience and quickly become an expert in scaling companies.
2. Join an incredible community of peers that you can learn from & growth with.

You can read more about me and the program below.

I'll see you on the other side!

Scot

## **Profile of a Perfect Member:**

Is this you?

- You're a founder and/or CEO looking to 10x
- You want to establish the optimal operating rhythm
- You want to work more on the business, not in it
- You want to connect with fellow bad-ass founders
- You want to have a life-changing outcome
- And build something that could last forever (even if you're not in the CEO role forever)

## **Probably not meant for you if:**

- You think you already have it all figured out
- You're more interested in silver bullets than operating systems
- You don't have the discipline to keep everyone on track
- You aren't willing to reinvent yourself & company
- You prefer to work alone and not collaborate with others
- You're not interested in creating something of lasting value

## What It Includes:

- Access to Scot via the community all year long (Q&A, messaging, etc.)
- Private online community of high-powered founders (using the Skool platform)
- Instant access to plug & play systems to grow faster & align your whole team for scale
- Once a month live streamed "masterclass" on a variety of relevant topics + high-powered guest speakers
- Twice a year, week-long intensive accelerators (2 hr per day, 4 days in a row)
- Once a year, in-person member-only summit on my farm in Whitefish, Montana (likely June or July) + high-powered guests

## My Background:

- 20 years as founder & CEO
- Built a portfolio of companies worth well over \$1 billion
- Largest was software company Classy
- Managed / led 300 person team
- Scaled from \$0 to ~\$100M in revenue
- Raised \$200M from investors (angel, venture, private equity, strategic)
- Including secondary for shareholders and founders
- Led the acquisition by GoFundMe in 2022
- Have invested in over 20 startups from SaaS (CaseText - sold for \$850M), to consumer (Impossible Foods), to crypto (Ripple).
- Now building a retail business (brick & mortar + online) -- the "Erewhon of Pharmacy"

## **Areas of Expertise:**

- Leadership & high-performance teams
- The internal systems to scale
- Company ideology (mission, values, vision)
- Brand/Product positioning, packaging, pricing
- Go-to-market strategy & sales ops
- Board and/or investor management
- Fundraising
- Strategic investing and M&A

## **Member Pricing:**

### **Community:**

For New Members:

- \$7,000 per year if you join in Q4 2023
- \$10,000 per year if you join in 2024
- \$20,000 per year if you join in 2025

Members renew each year at the same price.

For example, if you enter at \$7,000 for 12 months, then you pay \$7,000 to renew.

### **1x1 Coaching (3-pack):**

It's common to add 1x1 coaching on top for more specific challenges.

This is not required, but a service I offer.

I can only do so many of these, so time is very limited.

The current rate is \$3,900 for three 60-min sessions.