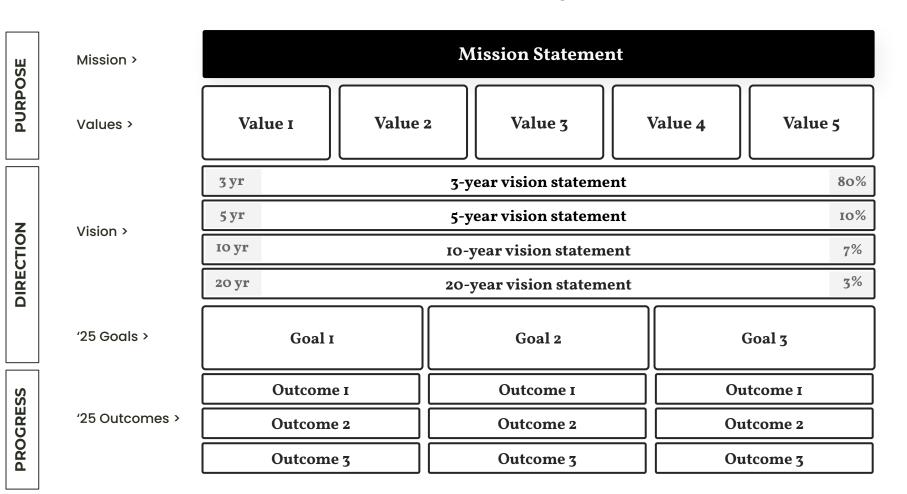
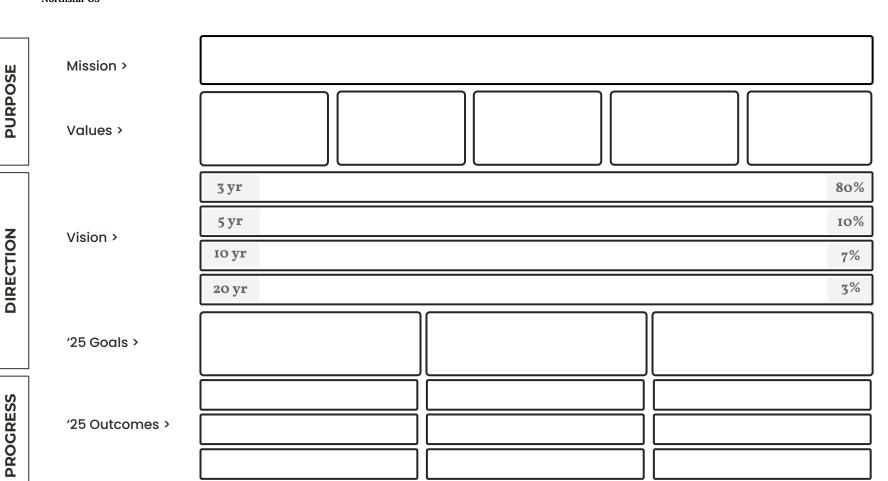


Your Logo









HASKILL CREEK

OSE	Mission >	To Create a Better Tomorrow For People & the Planet					
PURPOSE	Values >		Believe in Better	One Team One Dream			
DIRECTION	Vision >	3 yr Build the most beloved retail experience in Montana.					
		5 yr Use health knowledge to build massive online audience.					
		10 yr Use momentum to open 10+ stores in synergetic markets.					
DIRE		20 yr	Become a top 10 retailer in the health & wellness space.				
	'25 Goals >		Double Down on Downtown	Spread the Haskill Word			
ROGRESS	'25 Outcomes >	Add healthy cafe by June		10,000 Instagram followers			
			\$1M+ New Sales	5,000 newsletter subscribers			
PR		Full year break even 1,000+ Google Reviews					





SE	Mission >	Financing Happiness through the power of <i>Home</i> .							
PURPOS	Values >	Lead with Passion	Own It		Build Better		Results Oriven	The Golden Rule	
		3 yr Buile	d the most pre	ferred r	nanufactured home c	hattel l	ender in the na	tion.	80%
OGRESS DIRECTION	Vision >	5 yr Deliver the full digital infrastructure on which manufactured homes are sold, bought, financed, and insured.							10%
		Become the #1 financial services platform in factory built housing, built on our industry defining technology platform that is the rails of the modern manufactured housing industry.							
		Promote offsite construction as the primary housing solution, making Zippy the dominant technology & financial services platform in all housing.							3%
	'25 Goals >	Top 3 MH Com Lender	munity	Sharpen & Refine the Origination Flow		Establish a Standard of Excellence			
	'25 Outcomes >	2,200+ loans ori	ginated	50% contribution margin		100% loan sales, 90% audit pass			
		5 Outcomes > \$110M in total purchase vol.			60% conditions pull through		4% DQ rate		
PRO		\$10M annual ru	ın rate	20 days app-to-booked		NPS 8+			



WILD RYE

SE	Mission >	To empower women.						
PURPO	Values >	Product- obsessed Bold/Passionate (socially-minded) Welcoming Sustainably- Minded Fun						
DIRECTION	Vision >	3 yr Own cycling for women & become a major player in snowsports 80%						
		5 yr Expand internationally & solidify our place outdoor active lifestyle						
		Be THE women's Outdoor Brand of Choice across categories 7%						
		20 yr Acquired, but be the leading women's brand across outdoor and action sports, globally 3%						
	'25 Goals >	Optimize DTC Outerwear Launch Specialty Growth						
PROGRESS	'25 Outcomes >	Minimum 40% growth DTC Successful retail sell-in (need KPI) XX of new doors						
		Increase AOV to \$xyz Return rate below %xx Rep coverage in PNW, Rockies, SW, MW, NE, CA						
		Increase CVR to xyz% Average Review Rating of xx % revenue growth						

Our Values

- We think like an underdog, even when we're not;
- > We persevere and even thrive in the face of adversity;
- We operate with a steady hand through the inevitable ups and downs of building something that lasts.

