

6 - Launch Team Profiles

XPX Chapters are founded by local advisors who fit the **XPX Member Demographics** and do business consistent with the **XPX Advisor Principles**.

It all starts with one or a small number of people who serve as the Catalysts. It grows from there in deliberate steps that we call 1-5-15-50. This table provides more detail on the people who get involved at different levels of membership/leadership.

Step	Who	Why they do it	What they do
All	Advisors who work directly with owners and/or senior managers of lower middle-market companies. These advisors have deep expertise in one or more of the 12 XPX professions and work consistent with the XPX Advisor Code (client first, think long term, collaborate, consider human angle, always be learning)	Believe that there is a need for an organization like XPX in their local market.	Contribute to the launch and growth of a new XPX Chapter in varying degrees.
1 – Catalyst(s)	Senior-level advisors with proven leadership abilities and a local network. Some Catalysts just gather the team. Others go on to lead the ultimate organization	Looking to build/grow their visibility in their local market. Many are looking to leverage an opportunity such as a new market, new business/role, new mandate for business development, personal or professional changes.	Leverage their existing network to gather a core team willing to step up and lead a launch process
5 – Founders	Advisors with good networks. Group should include one of each: accountant, lawyer, investment banker, consultant and wealth advisor. Ideally, some of these have non-profit board experience	See value in being identified as leaders of a high-value network like XPX.	Leverage their existing networks to lead the launch and attract volunteers
15 – Launch Committee	Advisors who would be good individual contributors to getting the Chapter off the ground. A good goal is to get at least one representative from each of the 12 professions represented in XPX plus duplicates for core professions (accountant, lawyer, M&A intermediary, banker and consultant).	They know that you give to get. Identification as a contributor raises your visibility in the network.	Volunteer to contribute their time and small investment
50 – Chapter Launch	Advisors who walk in the room and say to themselves, “this is a group of people I want to know and will want to know me.”	Learning, networking, raising their visibility	Participate in events, post a profile, evolve into members.