

## Critical Path to Chapter Launch

### Starting Line: Sign the Chapter Formation Letter

- One (or more) Catalysts engage in discussion(s) with Global to explore the mutual fit with XPX.
- If the fit is there, Global provides the Chapter Formation Terms which include a link to apply and create a profile on the XPX website.
- Catalyst(s) completes free profile as a Chapter Founder.
- Global confirms Catalyst's exclusive right to develop an XPX Chapter in their market.
- Standing date set for monthly coaching/update calls. Throughout the launch, XPX Global requires attendance by at least one of your team members at a monthly coaching/update meeting.
- Catalyst and all subsequent team members will receive access to the XPX [Leadership Collaborative](#) section of our website including the [Startup Kit](#) and detailed resource centers for all major functions like events, membership and sponsorship. The section also includes downloadable financials and metrics for all Chapters which help you picture your own Chapter's growth trajectory.

### Months 1-3: Grow the team to 5

- Catalyst and Global identify a founding group that usually includes an Accountant, Attorney, Investment Banker, Consultant and Wealth Manager. At least one of these Founders should have prior board experience with an industry or business association.
- Each of the Founders also completes a free profile as a Chapter Founder
- Once the team reaches five Founders, full group meets with Global virtually or in person to discuss how to connect XPX with your local market and review XPX resources
- Global creates a web page for the Chapter in Formation that explains the team's vision and includes a link to apply as a Launch Sponsor.

### Months 4-6: Grow the team to 15

- Founders set date and location for a Chapter Launch Committee Meeting.
- Global publishes the meeting on your Chapter web page to gather RSVP's.
- Founders identify and invite potential launch sponsors to the meeting.
- The invitees at the Launch Committee Meeting should include (rough distribution, including the Founders):

Accountants – 2  
Attorneys - 2  
Bankers – 2  
Coaches – 2  
Consultants – 3  
Insurance – 2

Investor – 2 (usually private equity)  
M&A Intermediary – 2 (i-banker and broker)  
Non-profit - 1 (foundation, educational inst)  
Valuation – 1  
Virtual Manager – 1 (CFO's, CEO's)  
Wealth Planner – 2

- Global tracks RSVP's and updates the Founders periodically.

- At the meeting, Founders and Global present the XPX opportunity and pitch the launch sponsorships. We recommend using the Experience XPX networking exercise using the XPX Launch Sponsor One Sheet as a handout.
- Founders convert and pay to a Launch Sponsor membership.
- Founders follow up with potential Launch Sponsors and instruct Global when to reach out to help Launch Sponsors set up their profiles and make payment.
- Once the group reaches the \$15,000 minimum, this money is non-refundable. Global will collect its standard 35% fee for the work supporting the startup and building the website.
- At this point, Global will launch a full Chapter website featuring the Founders and Launch Sponsors with personal profiles and corporate logos. The site will include, at a minimum, the following pages: Home, Events, Join, Members, Sponsors, Leaders
- Global sets up a call to introduce your team to our Chapter Administrator, Angie Ellis, to talk through how she will support the Chapter Launch and beyond.

## Months 7-9: Plan the Chapter Launch Meeting with 50 attendees

- Set date and venue for first event
- Global can help you decide on the format. This can take the form of an owner interview, owner panel, local thought leader presentation or an Experience XPX networking exercise.
- After the Launch Meeting, we recommend using a case study format for the first year. Global will provide you with cases to choose from that include a calendar of meeting themes.
- Divide Launch Committee into teams:
  - Venues and food:
    - Identify venue for first meeting and case study meetings
    - Create budget for food
    - Make recommendations to Launch Committee on meeting pricing
  - Launch Meeting program:
    - Decide on format
    - Identify speakers and/or networking facilitators
    - Write up blurb for publicizing the meeting
  - Case study programs – recommended but not required for rest of year
    - Choose case study to be used as theme for the program year
    - Using the guidelines, map out each meeting topic
    - Plan format (time for speakers/discussion/networking)
    - Recruit panelists for each program
  - Mailing list
    - Enlist Launch Committee members to write to their contacts to let them know about upcoming XPX Launch
    - Ensure Launch Committee members send contact names and emails to Global to prepare the Chapter's mailing list
  - Coordinate with Global on first Chapter email to the list with registration info for the Chapter Launch
  - Charter Member recruitment/profiles

# xpx Startup Kit

- Check all Launch Committee profiles on website to make sure they are complete (photos, strong “Call me when” statements, etc)
- Set pricing strategy for Charter Members (trial period, timing and amount of ultimate pricing)
- Reach out to additional prospects identified by the Launch Committee to recruit Charter Members
- Treasurer – Track revenues and expenses with help of bookkeeper provided by Global

During the startup phase, a new XPX Chapter does not set up a legal entity. This work will be undertaken in the initial year of operation. At the appropriate time, XPX Global will provide sample documentation that you can adapt to your state’s requirements and your local needs. Until your legal formation is complete, the Chapter will not be able to open a bank account. In the interim, XPX Global will manage the Chapter’s money in a reserve account and provide you with monthly reporting. Once the local entity is established, a bank account is opened and the standard legal agreement is signed between the Chapter and XPX Global, your cash will be wired to your new account.