Our Mission: Supporting students, parents, and educators in fostering lifelong learning and achievement through strong partnerships, effective curricula, and performance-based recognition.

Brett Seitman
It’s All About Kids, LLC
President/CEO

“A Working Entrepreneur”
Overview

• My background
• Vision
• Plan
• Capital raise
• Start-up
• Day to day
• Big prize
• Q & A
My Background

• When it all started
• Other start-ups
• Opportunities
• IAAK
Vision

• It must be clear
  – Be able to communicate it
• Imagine yourself doing it
  – Every part of your idea/concept
• Love it
  – It is yours and you created it
Plan

• Business Plan
  – It is your road map
  – Shows discipline

• Update it
  – It is a living and breathing document

• Know it

• Believe in it
  – 150% nothing less
Capital Raise

• Boot strap
  – Can be done

• Bank Loan
  – SBA

• Outside investors
  – Family, Friends, Angels and VC’s
Start-Up

• Business Licensing
• Staffing Plan
  – People, hiring, compensation
• Location
  – Size and lead time
• Marketing
  – Collateral, website, etc
• Discipline
Day to Day

- Managing
  - Expectations, morale
- Reality
  - Be nimble, agile
- Opportunistic
- Never give up
- Cash burn
- Market trends
Big Prize

- You have created this
  - What is the exit strategy
- Cash flow company
- Liquidity event
- Succession
- What’s next
Q & A

• Closing

• Questions