

PROPOSAL

# ENDLESS WINNING

*Growth With No Limits*

PREPARED FOR

**The Light Society**

Troy Bravenboer • 9-30-26 • [endlesswinning.com](http://endlesswinning.com)



# What We Typically Uncover

Not a diagnosis, a pattern. These are the problems that show up again and again.

## CFO ASSESSMENT

### The Numbers

*A close is happening. Has anyone confirmed it's right?*

- Closed books nobody reconciled
- Period performance nobody can explain
- Margins by service line, never measured
- Spend by department nobody can trace
- Receivables and invoicing on no schedule
- Payroll that's a scramble every cycle

## OPERATIONS ASSESSMENT

### The Hours

*Work gets done. But is it costing more than anyone can count?*

- Hours lost asking who did what, and when
- Good people stuck on tasks that should take minutes
- Reports rebuilt by hand every month
- Systems that should talk, connected by hand
- Paid-for tools nobody has time to learn
- Approvals that wait on one person

**5–15 hrs** lost per employee, every week — the cost of an under-AI-enabled workforce



→ Proof

# Who We've Done This For

Real clients, real numbers. The same work we'd do for you.



**Charlie Butler**  
Vivint Regional Manager

**\$30K+**

saved in taxes

- Multi-entity tax filings
- Near seven-figure revenue
- Rental properties



**Justin Abdella**  
Vivint & Wiliam.ai

**\$100M+**

in sales on the platform we built

- Designed and built Wiliam.ai and KNCKR
- Rep coaching and door-to-door sales tools
- 200+ users onboarded in 8 months



**Trevor O'Shaughnessy**  
Lucid Freight

**45 days**

to right-size a \$5M company

- Untangled the damage from a prior CFO
- Rebuilt the books for a \$5M company
- Filed all his taxes, in 45 days

“ I left my previous accounting firm because I knew there were tax strategies they weren't helping me with. Troy & his team helped me save \$30K in our first year and made my life significantly easier in tax season.



**Charlie Butler**  
Regional Manager, Vivint

“ I had a vision to build an industry-changing platform, and I knew I needed a real development team. The results have been fast. Eight months later we have over 200 users on our platform, facilitating over \$100M in sales. Our app looks better than any of our competitors’.



**Justin Abdella**  
Vivint & Wiliam.ai

“ I'd been burned BAD by a CFO I trusted. Troy, Matt & Endless Winning came in, cleaned up the damage and got me current in 45 days. Now I confidently know where my money is going.



**Trevor O'Shaughnessy**  
Owner, Lucid Freight



→ The Process

# ASCEND

A

## Assess

*Get clarity. Discover where you are and what's holding you back*

S

## Simplify

*Cut the noise. Identify AI opportunities and eliminate the busywork*

C

## Centralize

*Bring alignment. Unify tools, processes, and communication*

E

## Elevate

*Deploy AI & automations. Amplify what works and remove what doesn't*

N

## Navigate

*Implement advancement. Equip your team with tools that accelerate*

D

## Dial-In

*Track, refine, iterate, and scale what moves*

“

AI doesn't fix broken processes. It scales them. Build the system first - or else you'll scale the mess.

**Troy Bravenboer**  
Founder, Endless Winning





→ Where We Start

# We Begin at A

Assess. Before anything gets built, automated, or changed — we find out what is actually true.

A S C E N D

PART ONE

## CFO Assessment

*What the numbers actually say.*

Where the money actually stands, in plain English. Books audited, cash flow projected forward, and the few numbers you should be watching, so you stop guessing.

PART TWO

## Operations Assessment

*Where the hours actually go.*

Where your team's hours actually go: the data entry, the re-keying, the follow-ups that slip, the jobs that run late. Then a ranked map of what AI should take off their plate first.



# What You Walk Away With

Two plans and one clear answer: the single biggest win we can build for you, fastest.

PART ONE

## CFO Clarity Plan

- ✓ Books audit: what’s reconciled, what isn’t
- ✓ Complete year-to-date cash analysis
- ✓ Cash in, cash out: where every dollar goes
- ✓ Average lifetime value of a customer
- ✓ Margins by service line
- ✓ Margins by service line and employee
- ✓ A monthly budget forecast you can run on

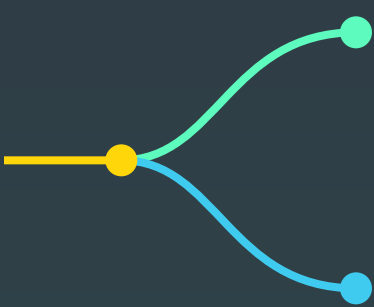
PART TWO

## AI Action Plan

- ✓ Where the manual hours go: data entry, re-keying, admin
- ✓ Process strip-down: what data you need, and when
- ✓ Where leads and follow-ups fall through the cracks
- ✓ Why jobs run late, and which steps slow them down
- ✓ Every AI opportunity ranked by hours saved vs. effort
- ✓ A 90-day plan that starts with the quickest win

THE ONE BIG WIN

The fastest payoff on each side, and how quickly we can build it.



CFO CLARITY PLAN

The one money move that gets you actionable clarity, fastest

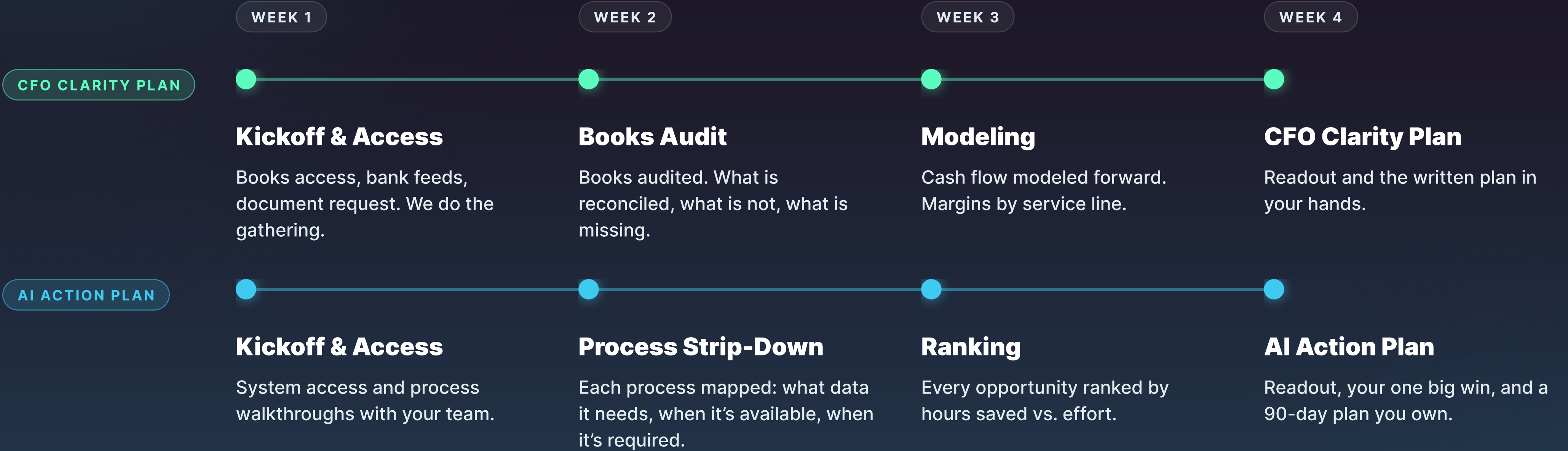
AI ACTION PLAN

The one AI build that puts you on the cutting edge, fastest



# Four Weeks, Two Tracks

Both assessments run side by side. Fixed scope. Fixed window.





→ Investment

# What It Costs

Quick Action pricing: pay your deposit within 5 business days to lock these in. After that, market rate applies.

PART ONE

## CFO Clarity Plan

Market rate ~~\$7,500~~

**\$5,997**

Quick Action price

- ✓ Books audit
- ✓ Year-to-date cash analysis
- ✓ Cash in / cash out analysis
- ✓ Customer lifetime value
- ✓ Margins by service line
- ✓ Margins by line + employee
- ✓ Monthly budget forecast

BOTH — RECOMMENDED

## Complete Plans

Market rate ~~\$16,000~~

**\$8,997**

Quick Action price · save \$3,997

- ✓ Everything in both plans
- ✓ One combined readout
- ✓ Your one big win, named
- ✓ Priority scheduling

PART TWO

## AI Action Plan

Market rate ~~\$8,500~~

**\$6,997**

Quick Action price

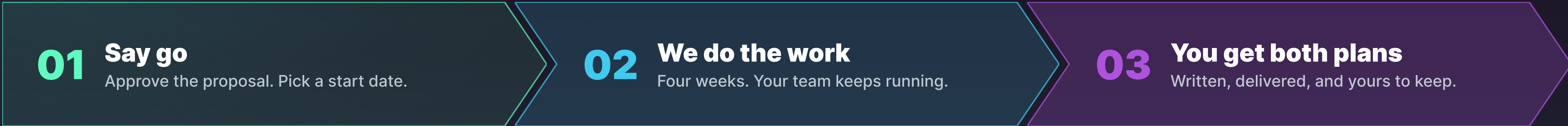
- ✓ Manual work + lead-flow audit
- ✓ Process strip-down + data map
- ✓ AI opportunities, ranked
- ✓ Quickest-win build estimate
- ✓ 90-day plan



→ Next Steps

# Three Steps From Here

No long onboarding. No discovery theater. We start where you are.



## What you walk away with

### CFO CLARITY PLAN



- 01 Accurate, weekly-ready financial statements
- 02 Receivables & invoicing forensic report
- 03 12-month cash flow projection

“ A clear look at **the last 365 days and the next 365**, plus a system ready for week-by-week processing.

### AI ACTION PLAN



- 01 5–15 hours back per employee, every week
- 02 One simplified, centralized process
- 03 Your one big win, ready to build

“ One detailed process that pinpoints the AI and automation wins saving each employee **5–15 hours a week**.