



DEEP WEALTH

RELENTLESS.

RESILIENT.

RESULTS.



BY BUSINESS OWNERS FOR BUSINESS OWNERS.

Business owners are dreamers, the make-it-happen people, and the change-makers. It's us, the business owners, who put everything on the line and win against all the odds. So, why is it that as business owners, we're at the losing end when creating a liquidity event? The truth is the system is set up against you. Most buyers are smart, sophisticated, and experienced and counting on you to make mistakes. After all, every mistake you make is money in the buyer's pocket. You may be thinking that your paid advisors and exit team will protect you. Right? We discovered that what's in your best interest is at odds with the motivations of most advisors.



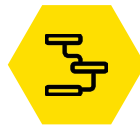
A RESILIENT AND RELENTLESS SYSTEM THAT DELIVERS RESULTS

The Deep Wealth Experience is created by business owners for business owners. Enjoy peace-of-mind knowing that you don't have to spend the years of time and millions of dollars that we spent. We know you are pressed for time. Access the Deep Wealth Experience at any time and from anywhere. There are no live meetings to attend. The Deep Wealth Experience is built on four foundations. Enjoy access to the same strategies and exit playbook our founders created for their 9-figure liquidity event. Next, leverage the power of a mastermind group with other business owners, who, like you, are mastering the art and science of a liquidity event. Have peace-of-mind from your live Success Coach for expert guidance. Finally, our founders immerse themselves in the process to give you that winning edge for the most important chapter of your life.



A PROVEN SYSTEM THAT GETS RESULTS.

You have worked hard and sacrificed everything to build a successful business. You have dedicated precious time, energy, and focus. You have put everything on the line to make your business work. The next chapter of your life depends on how well you do in your liquidity event. Why would you trust your future to people who have not experienced their own 9-figure liquidity event? Neither success nor failure is an accident. The Deep Wealth Experience is based on the same strategies and playbook that created a 9-figure liquidity event for our founders. You have one chance to get it right when selling your business, and the Deep Wealth Experience is here to ensure you make it count.



YOUR SUCCESS IS OUR OBSESSION FROM START TO FINISH

The skills you mastered in building your business are different than the ones you need to create a liquidity event. Not only are the skills different, but the odds are against you. What is in your best interest is at odds with the motivations of your advisors. Why would you jeopardize your liquidity event and future by talking with so-called experts who never created their own 9-figure liquidity event? Our only agenda is your success. We answer to you, and you alone. The Deep Wealth Experience focuses on protecting you from being taken advantage of during the process. At the same time, you learn strategies that help you increase enterprise value before liquidity event. Our mission is helping business owners find and extract the deep wealth in their companies that they never knew they had. Start your journey today so you can prosper tomorrow.



Enterprise value is created from preparation and not the liquidity process. Deep Wealth is a mergers and acquisitions advisory preparation service exclusively helping and preparing business owners for their liquidity event. The Deep Wealth Experience helps you find the Rembrandts in your closet."

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OUR OBSESSION.™**

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About Us

At Deep Wealth, we're not like other advisors. We have no conflicts of interest. Our sole focus and loyalty are to business owners. What puts Deep Wealth in a league of its own is our exclusive focus on preparation. We've invested millions of dollars and years of time in the Deep Wealth Experience so you don't have to. We've mastered the art and science to help business owners level the playing field so they can dominate and win. In the world of mergers and acquisitions, ignorance is not bliss. What you don't know can and will harm your deal, your valuation, or both. Look to Deep Wealth as your North Star on a dark night to guide you every step of the way to help you achieve your goals and dreams. Your success is our obsession.

LEADERSHIP



JEFFREY FELDBERG
CO-FOUNDER AND CEO
JEFFREY@DEEPWEALTH.COM

Jeffrey is Co-Founder and CEO of Deep Wealth. Jeffrey's passion is helping people, education, and technology. He has 25 years of in-the-trenches experience of owning, running, and building successful businesses from scratch. Jeffrey's unrelenting focus is on changing lives for the better while creating successful businesses.



STEVE WELLS
CO-FOUNDER AND CEO
STEVE@DEEPWEALTH.COM

Steve Wells has been an entrepreneur for 40 years, creating profitable businesses that positively impact the community. His passion is to help people grow and allocate their financial, physical, intellectual, relational and spiritual capital for maximum impact.

ABOUT DEEP WEALTH

Jeffrey and Steve were one of three founders who created the eLearning company Embanet in the 1990s. With no outside capital, Embanet had humble beginnings.

Embanet became an industry leader through being at the epicenter of millions of online enrollments. The first offer to buy Embanet was an unsolicited offer from a smart, experienced, and sophisticated buyer. The unsolicited offer was 7-figures and based on 3-times EBITDA.

In saying 'no' to the unsolicited offer, Jeffrey and Steve said 'yes' to mastering the art and science of a liquidity event. Two years later, Jeffrey and Steve said 'yes' to a different buyer with a 9-figure offer based on 13-times EBITDA.

Despite being the same company and service, Jeffrey and Steve increased Embanet's value 10X through the strategies and exit playbook they created. Jeffrey and Steve thought the first experience with the unsolicited offer was the exception and not the rule. Having spoken to many business owners over the years, Jeffrey and Steve realized that their experience was the rule and not the exception.

The two founders know that business owners are dreamers, the make-it-happen people, and the change-makers. It's business owners who put everything on the line and win against all the odds. So, why is it that as business owners, we're at the losing end when creating our liquidity event?

It became clear to Jeffrey and Steve that the system is set up against business owners from the start. Out of frustration and dismay at how business owners are taken advantage of on their exits, Deep Wealth was launched. Deep Wealth is the answer to level the playing field for business owners on their liquidity events. The Deep Wealth Experience is a proven system based on the same strategies and exit playbook that Jeffrey and Steve created for their liquidity event.

The 12-week Deep Wealth Experience is a step-by-step solution that protects business owners and helps them maximize value on their exits.

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Our Mission

Deep Wealth's mission is to level the playing field for business owners on their liquidity event. The days of business owners being taken advantage of on their exits are over. Starting today. By focusing exclusively on business owners, we have no conflicts of interest. Our commitment to you is that our relentless focus and resilience helps you achieve the results you deserve. The Deep Wealth Experience is our proprietary answer to your needs. Your success is our obsession.

WHAT WE DO

PREPARING BUSINESS OWNERS FOR SUCCESS

The Deep Wealth Experience system is the same proprietary and proven system that enabled our founders to increase their enterprise value 10X and go from a 7-figure offer to 9-figures. We know and understand that a liquidity event is the most important transaction in the lives of our clients. Sellers have one chance to get it right on their exit. The Deep Wealth Experience enables our clients to protect themselves while maximizing value. Our clients have the strategies and tools to put buyers at ease while achieving their goals and dreams.

WHY THE DEEP WEALTH EXPERIENCE WORKS:

- ✓ Created by business owners for business owners
- ✓ Helps you find and extract the hidden deep wealth in your business
- ✓ Provides proven strategies and an exit playbook that gets results
- ✓ Reveals industry secrets that buyers don't want you to know
- ✓ Works around your schedule, lifestyle, and needs

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M&A SERVICES

MASTERING THE M&A PROCESS

Success in both business and life is both knowing what to do and not to do. For most business owners, the M&A process is complicated, confusing, and filled with risks. Deep Wealth removes the M&A cloak for business owners so they can clearly see a path to success that protects them and maximizes value. There's an important difference between believing and knowing. Our proprietary system ensures our clients know and create a clear path to success for their liquidity event.

A PROVEN STEP-BY-STEP SYSTEM

The skills that built your business are not the same ones for a liquidity event. Your future buyer is smart, sophisticated, and experienced. Every mistake you make puts your hard-earned money in your buyer's pocket. The Deep Wealth Experience is a proven step-by-step system. Success is knowing both what to do and what not to do. The Deep Wealth Experience acts as your North Star to guide you to the mastery of your liquidity event. Access the same strategies and exit playbook our founders created for their exit. We even reversed engineered the mistakes our founders made on their liquidity event into winning strategies for your benefit.

ANYWHERE AND ANYTIME ACCESS

Who better to create an online experience than our founders, whose company wrote many of the industry's best practices still used today. The Deep Wealth Experience is 12-weeks and available online. If you do online banking, browse the web, or email, then you already have the skills to thrive

in the Deep Wealth Experience. Best of all, access is at your convenience at any time and from anywhere. You are not dependent on anyone else's schedule or location.

A ROAD MAP FOR SUCCESS

The Deep Wealth Experience is unlike any other advisory service. Our proprietary process puts you in control of your future. Find and leverage the hidden levers in your business that not only prepare you for your exit but help you increase the value of your business.

Advisors often have conflicts of interest that can either harm your liquidity process or business value. Our exclusive focus on business owners ensures that we have no conflicts. Our commitment is to you and your business. All-day. Every day.

The strategic analysis most other advisors perform has its limitations. Leave industry averages and comparable for everyone else. Your business is not one dimensional. The Deep Wealth system goes beyond what everyone else is doing and helps you transform the so-called impossible into the possible.

You increase enterprise in the preparation for your liquidity event and not the event itself. Preparation holds the key to unlocking enterprise value.

Prosper and thrive when you learn how to extract the deep wealth in your business that has always been there but often hidden from view.



The 12-Week Deep Wealth Experience

The Deep Wealth Experience is built by business owners for business owners. The days of being a small cog in a big wheel are over, starting now. We have mastered the art and science of creating a liquidity event, as will you. Don't believe for a moment that a formula in a spreadsheet cell defines the value of your business. The Deep Wealth Experience is relentless and resilient to help you achieve the results your desire.

THE DEEP WEALTH EXPERIENCE

MODULE 1:

DATA ROOM READY

Most business owners make the costly mistake of preparing their virtual data room after the process starts. Untold millions are left on the table as a result. Learn the strategies of why you must perform your due diligence first. Our proprietary system helps you find the skeletons in your closet before your exit. Showing up with a fully loaded virtual data room sets you apart from the crowd and shows that you are both prepared and serious about your exit.

MODULE 2:

YOUR FUTURE BUYER

Your future buyer knows everything about you. What do you know about your future buyer? Learn the different types of buyers and what they look for in a business. Trust is everything in the world of mergers and acquisitions.

Master the strategies that have you quickly build trust, which helps speed up the exit process and increases value.

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MODULE 3:

X-FACTORS TO INSANELY INCREASE YOUR BUSINESS VALUE

The Deep Wealth Experience reveals step-by-step how to raise the value of your business. While you're at it, learn how to create a market disruption to lock-in your future.

MODULE 4:

ASSEMBLING YOUR EXIT TEAM SO YOU CAN WIN THE DAY

Your exit team can either make your deal or break it. Learn what to look for in advisors before hiring them. Discover how to have your exit team wanting your deal to happen as much as you do, or more.

MODULE 5:


TIMING AND COMMUNICATIONS

You can't time the market, but you can prepare so you can win on your exit. When you're prepared, you have choices and can act when the opportunity presents itself. As important, knowing what to say to employees and customers and when to say it will define your exit.

MODULE 6:

The Mindset You Need For Due Diligence And Your Final Offer

Up to 90% of mergers and acquisitions fail. How you handle due diligence and the final offer will either make or break your deal. Learn proven strategies that help instill trust in your buyer. Too many sellers leave the details of the detail to chance and lose right at the end. Master the deal points that you need to keep you out of harms way with the final offer.

	 DEEP WEALTH	MOST ADVISORS	SOME ADVISORS
Preparing business owners exclusively on sellers	✓	X	✓
No conflicts of interest with sellers	✓	X	X
Founders created their own 9-figure liquidity event	✓	X	X
Proprietary system created for business owners	✓	X	X

Testimonials



J. HOFMOCKEL



I'm a PE investor who does lots of M&A. As surprising as this sounds, I'd like to refer potential targets to you. The biggest obstacle I face is an uneducated seller with unrealistic expectations and no understanding of the process."



A. JAIN



The Deep Wealth Experience prevented me from making what would have been one of the biggest mistakes of my career. I almost signed on the dotted line with an unsolicited offer. I now realize that I would have short-changed my hard work and future had I accepted the offer. Thank you, Deep Wealth, for leveling the playing field."

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FOUNDATION

1.



Big Picture



X-Factors



Future Buyer

PREPARATION

2.



Advisory
Team



Winning
Mindset



Due
Diligence

DEEP WEALTH

3.



Timing &
Execution



Skeletons &
Rembrandts



Launch

B

A

90 DAYS



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