



THE HEROES JOURNEY ROAD MAP

We are the only veterans non-profit that bridges military-civilian gaps using purposeful storytelling to achieve relevance in life and business.

- We are going to inspire **10,000,000** veterans and military family members to embrace the value of their own stories...
- By 2030...
- Because nobody else is coming, and we need the wisdom of veterans here at home, now, more than ever.

VALUES

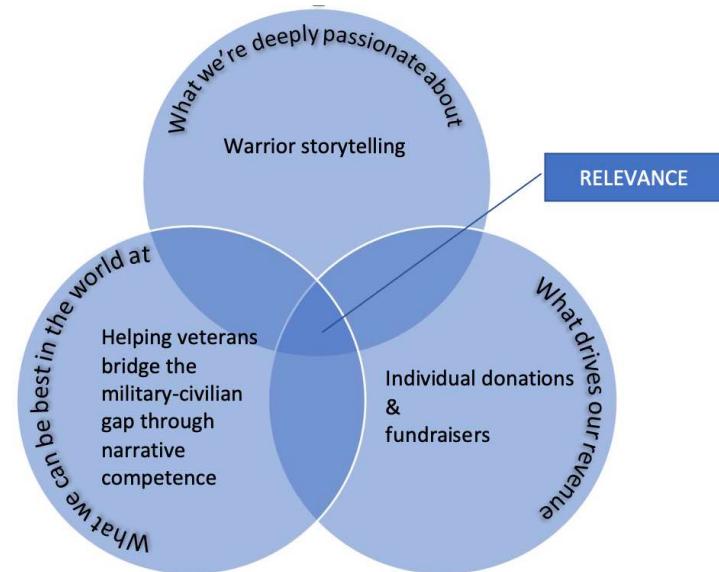
- Fight for veterans with no voice
- Relevance through human connection
- Generous with our scars
- Sprint out of the bunker together
- Fanatically transparent

+ ORG HABITS

- Weekly All Hands and Sync meetings
- We are position players
- Ongoing situational awareness
- Relentless execution of our organizational programming
- Learning to tell our own stories and sharing them with each other
- Looking for diverse ways to engage our community

= CULTURE

- Willing to give of ourselves to help veterans reach better ground
- Deeply connected to our veterans
- Lead with our own scars first
- We're small but we punch above our weight



BETS

Date: January 2023

Revenue: 800k

- Q1 Establish BG-VPAC in Stage Works
- Q1 6 new story coaches certified
- Q1 9 workshops
- Q2 LO is on Amazon Prime by Memorial Day
- Q2 WV digital course completed, soft launch
- Q2 Creative director hired
- Q2 Execute a THJ fundraiser (\$25k goal)
- Q3 LO script published
- Q3 Online merch store = RTL store
- Q4 Sponsor funds book printing

Date: Jan.18, 2025 Revenue: 1.5m

- Fully occupy our own VPAC
- LO in Shot Show and SOFIC
- LO coffee table book
- LO wins at least one film festival
- LO performed by other veteran troupes
- Kids' books support ongoing deployments
- WV in 1 university, 1 corporate VRG
- WV purchased by 5000 veterans
- Digital media reach = 5m

Date: Jan. 18, 2030 Revenue: 2.5m

- 10,000,000 inspired veterans
- Better Ground recognized as Steppenwolf of veterans' performance
- Full time staff of ten people
- Story workshops offered weekly
- WV online course widely used by VRGs, ROTC, universities
- LO known as best oral rendition of Forever War
- Kids books fully available to FRGs
- Mission America is #1 transition book
- Digital reach across the globe is 20 million touches