TIGER 21

Before the Sale: What Founders Wish They Knew—and Would Do Differently

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The Shift Many Founders Aren't Prepared For

> *"I had anchored so much of my well-being and so much of my personal sense of self to this inanimate object that was a company." —Arthur Woods*

- Founders tend to prepare extensively for the financial milestones, and less for the emotional, identity, and existential shifts after an exit.
- Spending time with others who have been through their own exits can help prepare founders for what comes next.

Transitioning from Founder to Investor

> *"Just because you know how to run a business doesn't mean you know how to make good investments." —Reneé Erlich*

- After selling their businesses, many founders rush into investments, one of the most common mistakes post-exit entrepreneurs make.
- Sometimes waiting for the right opportunity is the answer. A trusted peer group can offer founders "permission" to pause and let things settle before making a move.

> *"I was talking to a Member, and she shared with me that, knowing what she knows now from her TIGER 21 Group, she could have saved herself at least $11 million in taxes [during her exit]." —Vera Anderson*

When Things Don't Go According to Plan

- Earn-outs and retention are where the toughest challenges can surface, sometimes after the close.
- TIGER 21 Members process these issues during Group Meetings. One Member reframed an issue as an opportunity; another decided to leave their advisory role and launch a new enterprise.

Where Can Founders Turn for Pre- and Post-Liquidity Insights?

> *"The right peer group can show you the blind spots you might not be aware of." –Vera Anderson*

- When offering advice, even seasoned advisors and fellow entrepreneurs can project their own experience on a founder, which can feel like a mismatch because it lacks important context.
- In a TIGER 21 Group, Members spend significant time with each other, allowing them to offer insights within the context of each Member's financial picture, aspirations, and values.

Final Insights for Exiting Founders

- *Vera Anderson:* "Start looking for mentors, people who are ahead of you on the journey. And start talking to them, so you do not feel like you have to go through all of this alone."
- *Reneé Erlich:* "Determine not what you do, but who you are as a person. Know what you value in life. And allow that to lead you."
- *Arthur Woods:* "Start by doing some self-reflection around holistically what matters to you."

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WHERE SUCCESS BECOMES MORE MEANINGFUL—AND IMPACTFUL

Being a Member of TIGER 21 is like having your own personal board of directors, powered by the collective intelligence of a confidential group of exceptionally successful wealth creators. TIGER 21 delivers a full range of *learn, access, connect* programs and resources to help Members discover their path forward.

LEARN

Attend **candid and invaluable Group Meetings** with up to 15 peers who become trusted confidantes. Topics discussed include investment opportunities, legacy planning, wealth preservation, the next generation, health and wellness, travel, and philanthropy.

Explore your holdings in a **transformative Portfolio Defense**®, gain insight into your investments and finances, and build action plans to maximize wealth preservation.

ACCESS

Access **one-of-a-kind experiences**, take advantage of exclusive Member benefits, and enjoy trips like DISCOVER Lisbon, EXPLORE India, and the Women of TIGER 21 Retreat.

CONNECT

Connect with fellow Members and expert thought leaders across the globe, both in person and virtually.

Global Exchange, our annual Member conference, offers the opportunity to **exchange insights with fellow Members** in person and uncover new perspectives in yourself, in health, in family, in philanthropy, in your portfolio, and in your global community.

TIGER 21 Networks **bring Members together around shared interests** through the T21 Connect App and website. Members discuss investment and lifestyle topics, share expertise, and learn from subject matter experts.

Local Groups

Meet in person monthly with a local ultra-high-net-worth advisory Group based in cities across the globe of up to 15 Members.

Family Office Groups

Meet with fellow single family office principals and enjoy access to our UHNW global community.

Global Groups

Meet up on a virtual basis with Members who are frequent travelers or those seeking geographically diverse perspectives.

TIGER 21 Membership is by invitation only. To learn more, visit **tiger21.com**.