

EMBEDDED CFO + OPERATING PARTNER



VALUE, BUILT FROM THE INSIDE OUT.

Investor-grade clarity. Operator-level execution.

Indiana's embedded CFO and Operating Partner firm for owners building toward \$3M to \$30M in revenue. The next decade belongs to operators, not financial engineers; corporate playbooks don't run businesses this size. Two operator-partners inside your business, driving the value creation plan and building the leadership team that runs it after we leave.

WHAT CHANGES IN THE FIRST 90 TO 180 DAYS

MONTHLY CLOSE BY DAY 12

Close calendar published, ownership clear, variance review before the next month starts.

13-WEEK CASH FORECAST

By week, by source, by use. Refreshed weekly. Capital decisions move from gut to data.

LENDER PACKAGE READY

Reporting the bank actually wants. We run lender conversations with you, not for you.

KPI DASHBOARD: 5 TO 7

Per function, tied to the value creation plan. Owner sees the whole business on one page.

OPERATING RHYTHM

Weekly leadership, monthly review, quarterly plan refresh. We lead it early, your team owns it later.

LEADERSHIP BENCH

Right people in right seats audit. Gaps named. Hiring or upgrade plan in motion.

Most operating systems get installed. Few get driven. We drive the value creation plan, install the operating system, and stay until your internal leader can own the seat. Compatible with Scaling Up, Pinnacle, or any operating framework you've already chosen.

THREE SEATS INSIDE THE BUSINESS.



01 · CFO PARTNER

Operators who do finance, not accountants who explain it. Monthly close, KPI dashboards, 13-week cash, lender and board reporting, capital raise prep, exit prep.

02 · OPERATING PARTNER

Operators who drive the value creation plan. Strategy, operating rhythm, leadership team build, commercial and operational levers, owner coaching, outside accountability.

03 · ACQUISITION PARTNER

Operators who do deals. Sourcing, buy-side diligence, capital coordination, 100-day plans, post-close integration. Optional add-on.

THE PATH IN

01

FREE

FOUNDATION CHECK

Bedrock Score on our website.
24-hour reply.

02

FREE

CORNERSTONE SESSION

30 to 60 min with both partners.
We name the binding constraint.

03

PAID

QUARRY-TO-CAPSTONE DIAGNOSTIC

Three to four weeks. Capstone Report delivered.

04

ENGAGE

LIMESTONE ENGAGEMENT

Advisory or Embedded. Driven by **Value Creation Plan**. 90-Day Plan first.



JARED LUEGERS, CFA
FOUNDER & OPERATING PARTNER

Builder by instinct, operator by track record, investor by training. Founder of OWN Indiana. Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. From Jasper, Indiana.



RYAN ANOSKEY, CPA
CFO PARTNER

Finance-first operator. 13+ years in transaction due diligence, valuation, audit, and corporate finance. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

START WITH YOUR
BEDROCK SCORE

**Under 10 minutes.
24-hour reply.**

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BUILT IN INDIANA
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