

FOR FOUNDERS & GROWTH-STAGE BUSINESSES



PAST STARTUP. NOT YET SCALED.

Embedded CFO and Operating Partner support for founders past the proof.

You built something that works. The next chapter is harder than the first. We bring the operator muscle and financial discipline so you stay in the seat that creates value.

FIVE FIT TRIGGERS · IS LIMESTONE FOR YOU?

18+ MONTHS POST-LAUNCH

Past the proof. The next 24 months decide whether the business compounds or stalls.

FUNDRAISE IS COMING

Debt or equity raise in 6 to 18 months. Financials, model, and story aren't investor-ready.

FOUNDER IS THE BOTTLENECK

Decisions, hiring, and sales all wait on you. The team doesn't run without you in the room.

CASH VISIBILITY IS POOR

Can't answer the runway question in under a minute. No real finance partner in the seat.

STUCK AT A CEILING

Profitable but flat 12+ months. The cap is operating, not market.

FIRST LEADERSHIP TEAM

First director or VP hires landing. Operating rhythm and accountabilities are fuzzy.

Most founders hit a wall around 18 to 36 months post-launch. You replaced your income, scaled the team, and now the operating system that got you here can't carry the business further. The work that built the company isn't the work that scales it. We bring the operator muscle so you stop being the bottleneck.

HOW WE EMBED.



01 · CFO PARTNER

Operators who do finance. Monthly close, KPI dashboards, 13-week cash, lender and board reporting, capital raise prep. Investor-grade clarity from week one.

02 · OPERATING PARTNER

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

WHAT CHANGES · FIRST 90 TO 180 DAYS

Monthly financials close by day 12.

13-week cash forecast, refreshed weekly.

Investor-grade lender or board package.

KPI dashboard, 5 to 7 per function.

Monthly operating rhythm, documented.

Right people in right seats audit.

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**.



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
BEDFORD LIMESTONE COUNTRY

FROM QUARRY TO CAPSTONE · INVESTOR-GRADE CLARITY, OPERATOR-LEVEL EXECUTION

Indiana's embedded CFO and Operating Partner firm