

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 product has traction, the team is real, and the next chapter is harder than the first. LIMESTONE provides embedded CFO and Operating Partner support for founders ready to scale operations, professionalize finance, and stop being the bottleneck.

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 and financial discipline so you stay in the seat that creates value, instead of the one that drains your week.

IS LIMESTONE A FIT?

FIVE FIT TRIGGERS.



If two or more of these describe your business right now, this conversation is worth having.

18+ MONTHS POST-LAUNCH

Past the proof-of-concept stage. Real customers, real revenue, real team. The next 24 months will determine whether the business compounds or stalls.

CASH VISIBILITY IS POOR

You can't answer "how much runway do we have?" in under a minute. Numbers come from a bookkeeper or accountant, not from a finance partner who sees the whole picture.

FUNDRAISE PREP IS MESSY

Raising debt or equity in the next 6 to 18 months. Financials, model, KPIs, and story aren't investor-ready. You don't want to walk into the room half-prepared.

STUCK AT A REVENUE CEILING

Profitable but flat for 12+ months. The cap is operating, not market. Pricing, sales effectiveness, customer concentration, or org structure is the binding constraint.

FOUNDER IS THE BOTTLENECK

Decisions wait on you. Hiring waits on you. Sales waits on you. The leadership team is real but doesn't run without you in the room.

FIRST REAL LEADERSHIP TEAM

First director or VP hires landing. Operating rhythm isn't set. Roles and accountabilities are fuzzy. The team needs structure before it can perform.

HOW WE EMBED.

01

CFO PARTNER

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

02

OPERATING PARTNER

Operators who drive the value creation plan. Strategy ownership, KPI dashboard, operating cadence, leadership team build (right people in right seats), commercial and operational levers, founder coaching, and outside accountability. *Replaceable by design. We lead early, your team owns it later.*

6 CONCRETE SHIFTS.



Embedded engagements move the business in measurable ways inside the first two quarters.

Monthly financials close by day 12, with variance review the leadership team can act on.

KPI dashboard, 5 to 7 metrics per function, tied to the value creation plan.

13-week rolling cash forecast, refreshed weekly. Runway question answered in seconds.

Monthly operating rhythm, documented and repeatable. We lead it early, your team owns it later.

Investor-grade lender or board package, ready for the next conversation.

Right people in right seats audit, with hiring or upgrade plan in motion.

STEPS · EACH EARNS THE NEXT

4 THE PATH IN.



01

FREE

FOUNDATION CHECK

Scored assessment yields your **Bedrock Score** across five dimensions. 24-hour reply.

02

FREE

CORNERSTONE SESSION

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

03

PAID

QUARRY-TO-CAPSTONE DIAGNOSTIC

Three to four weeks. You receive **The Capstone Report**. A document you keep whether you engage us or not.

04

ENGAGE

LIMESTONE ENGAGEMENT

Advisory or Embedded. Driven by your **Value Creation Plan**. **90-Day Plan** as the first deliverable.

SKIN IN THE GAME · OUR ALIGNMENT

We take equity participation in many of our Embedded engagements. **Compensation is structured to align with the long arc**: retainer for the work we do, and equity participation if the business wins. No commissions. No success fees. No referral kickbacks. *Our identity is operator-investor, built to stay until the work is done.*

THE PEOPLE BEHIND THE WORK

MEET THE TEAM.



JARED LUEGERS, CFA

FOUNDER & OPERATING PARTNER



Builder by instinct, operator by track record, investor by training. Grew the CFA Society of Indianapolis forum from ~120 to 350+ members at the Speedway and served two terms as president. Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. Founder of OWN Indiana (The Indiana Owner-Operator Network). From Jasper, Indiana.

RYAN ANOSKEY, CPA

CFO PARTNER



Finance-first operator. Builds the systems and runs them with you. 13+ years in transaction due diligence, valuation, audit, and corporate finance, including roles at Roche and Blue & Co. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

NEXT STEP

START WITH YOUR BEDROCK SCORE.

Take the free, scored Foundation Check on our website. You get your Bedrock Score across five dimensions in under 10 minutes. We respond within 24 hours with the right next step.

CONTACT

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BUILT IN

INDIANA

BEDFORD LIMESTONE COUNTRY

FROM QUARRY TO CAPSTONE · BUILDING INDIANA'S ENTREPRENEURIAL LEGACY

Indiana's embedded CFO and Operating Partner firm