



**GAB
LAB**

CHAMPIONING FINANCIAL EMPOWERMENT AMONG FOUNDERS!

An opportunity to heed the call far and wide!



NAILTHENUMBERS.COM/THECHAMPS



Hi Champ,



Covid didn't cause our financial fragility, it simply exposed it.

Despite the fear, anxiety and stress being felt by millions of Founders in the wake of the pandemic's devastation and destruction, I know definitively, if we choose to, we can emerge stronger not despite Covid, but because of it.

Thank you for the mission-critical work you and your team are doing to help business owners navigate this new and evolving terrain. Your commitment to showing up so powerfully, for so many, is motivating to say the least.

Founded in 2014, Nail the Numbers has been fiercely emboldening Founders to take ownership of their finances. To-date, we've been fortunate to empower over 8,500 entrepreneurs, in over 50 communities.

Today however, their need for information and support is unprecedented; matched only by the challenges of delivering intelligence in a timely and impactful way.

To this end, I'm eager to reveal our reinvention, The Gab Lab; a financial intelligence delivery model, we believe, hits the mark and heeds the call of Founders far and wide, through Covid and beyond. But it can't be done without the support of organizations like Sask Interactive.

On the following pages, I outline our mission and strategy, and why I'm optimistic you will stand with us in financially empowering Canadian entrepreneurs. I look forward to our next steps together.

Here's to Founders nailing their numbers and to forging a strong financial foundation.

Taunya Woods Richardson, CMC
Founder and CEO, Nail the Numbers

ON A MISSION TO EMBOLDEN 50,000 FINANCIALLY FIERCE FOUNDERS... AND HELP TO SAVE AS MANY BUSINESSES.

The Gab Lab, a Nail the Numbers production, is a conversation-changing, profit-shifting series (a hybrid of a bootcamp, podcast, and vlog) created for Founders. With a thru line that focuses on accountability and profitability, we curate financially fierce intelligence that has a powerful and lasting impact on the entrepreneur and their bottom line.

[NAILTHENUMBERS.COM/THEGABLAB](https://nailthenumbers.com/thegablab)





**CLOSING
THIS STORE
EVERYTHING
MUST GO**

PRE-COVID

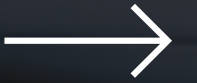
82%

**OF NORTH AMERICAN FOUNDERS
CLOSED THEIR DOORS DUE
TO LACK OF NET PROFIT**

NET PROFIT IS THE BOTTOM LINE!

THE BOTTOM LINE IS THE LIFELINE OF EVERY BUSINESS

AND THE THRU LINE
OF EVERY GAB LAB EPISODE



COVID'S NOT OUR KRYPTONITE
IT'S OUR CATALYST

FOUNDERS, IT'S TIME TO NAIL OUR NUMBERS!



IT'S A NEW DAY



SEEKING INSTANT ACCESS TO FINANCIAL INTEL



Today, Founders are looking for relevant information they can implement immediately to pivot, sustain and survive the global pandemic.

READY AND WILLING TO DO THE WORK



Forced out of their comfort zone, Founders now find themselves emboldened to take immediate and necessary action.

PREPARED TO MAINTAIN MOMENTUM



Founders know their survival will require consistent action; with each step building upon the last and having a cumulative impact on their bottom line.

WITH A STEADY STREAM OF INTEL BEING RELEASED EACH WEEK, EVERY GAB LAB EPISODE...

[NAILTHENUMBERS.COM/THEGABLAB](https://nailthenumbers.com/thegablab)



includes 60 minutes (+/-) of financial intelligence shared by North America's leading Nail the Numbers Pros.



follows an engaging interview format, hosted by Nail the Numbers Founder, Taunya Woods Richardson.



is splintered into 20-30 minute segments to capture and hold Founders' attention.



features micro-focused content, packed with clear and concise action steps and valuable tips.



is relevant, informative, engaging and timely; categorized by stage, industry and geography.



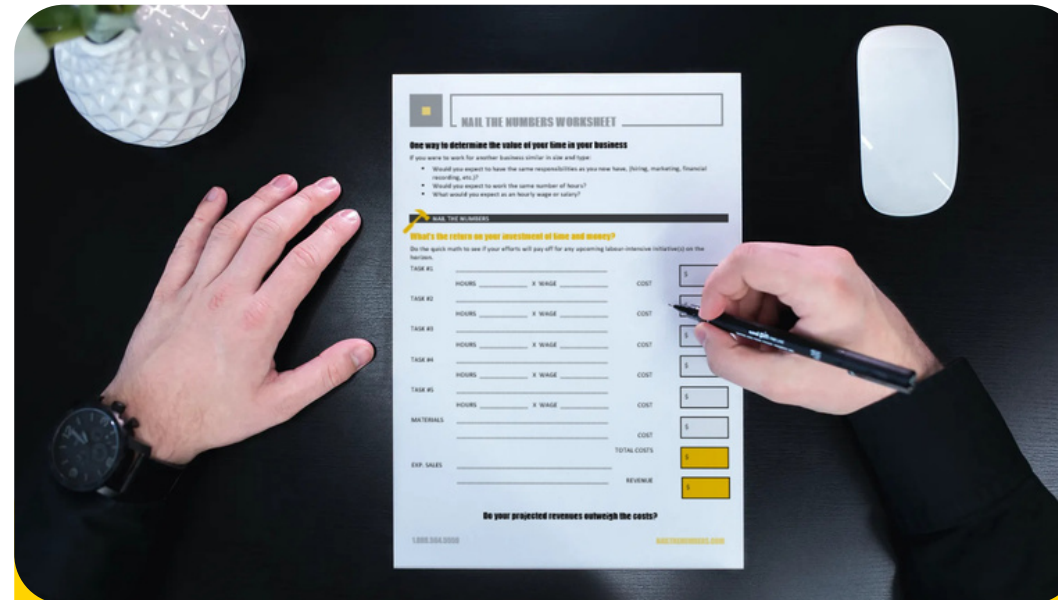
KNOWLEDGE IS POWER. WHEN IT'S APPLIED.



NTN Playbooks

Play-by-play review

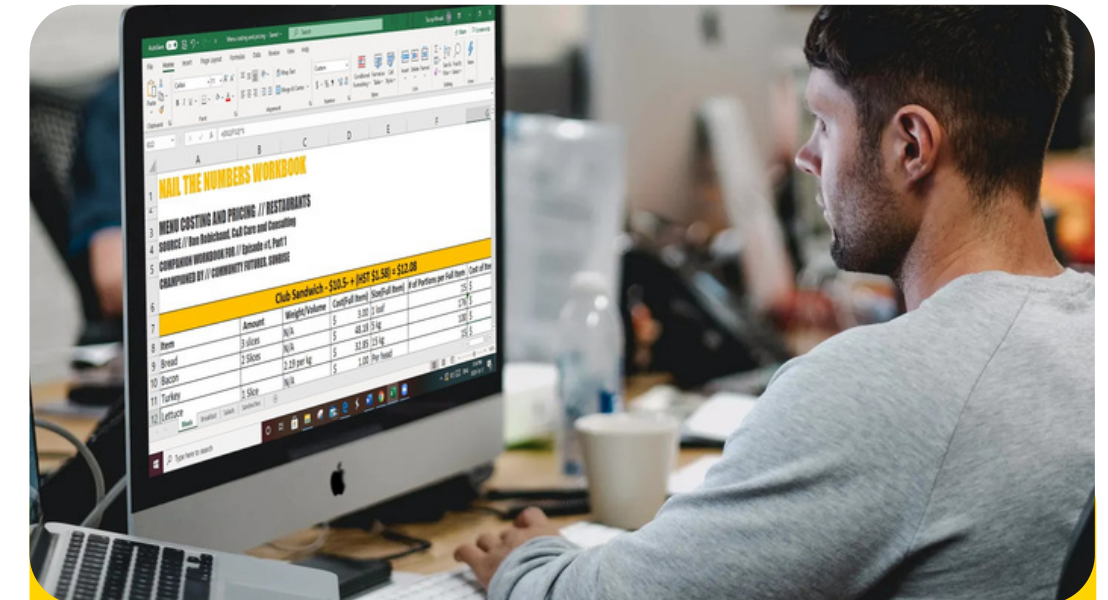
Gab Lab Episodes come with a companion Playbook. Founders can follow the recommended action steps, suggested by the Pros.



NTN Worksheets

Put pen to paper

Companion NTN Worksheets allow Founders to sketch-out numerical concepts and flesh-out financial findings before touching an Excel sheet.



NTN Templates

Put the formulas to work

With numbers front-of-mind, Founders can now access NTN Templates, Excel Spreadsheets with formulas embedded within.



CHAMPION A GAB LAB EPISODE AND...



Access a turn-key solution

We do all the heavy lifting for you and deliver the goods right to your (virtual) door, on cue, on time, and on budget.



Leverage your budget

Champion just one episode, and receive access to a growing catalogue of curated content for all stages of business and industries, at no extra cost.



Spotlight your organization

The important work you and your organization do to support Founders is showcased through a 15 minute Champion Spotlight Reel.

AND THE BENEFITS KEEP ROLLING IN.



Easy access.

Episodes are posted to our webpage, and announced through our growing database and social media accounts.

For ever green and free.

Founders can access “evergreen” financial intel, when it’s needed, in the comfort of their own home, on their own schedule. Zero effort required on your part. Gab Lab episodes and companion Playbook and Worksheets are available free of charge.

Be celebrated.

In addition to showcasing your passion and purpose in the Champion Spotlight Reel, your organization will be prominently displayed during each segment's intros and outros, acknowledged throughout the episode, and your logo displayed on all companion materials including Playbooks, Worksheets and social media.

We've got your back.

You’ve been the first-responders, the front-line staff, supporting Founders every step of the way. Now, it's our turn to help you.



**Did someone say
WATCH PARTY!?**

[NAILTHENUMBERS.COM/THEGABLAB](https://nailthenumbers.com/thegablab)

**Evergreen content that engages your audience.
Any time. Anywhere.**

PROS WHO PACK A PUNCH

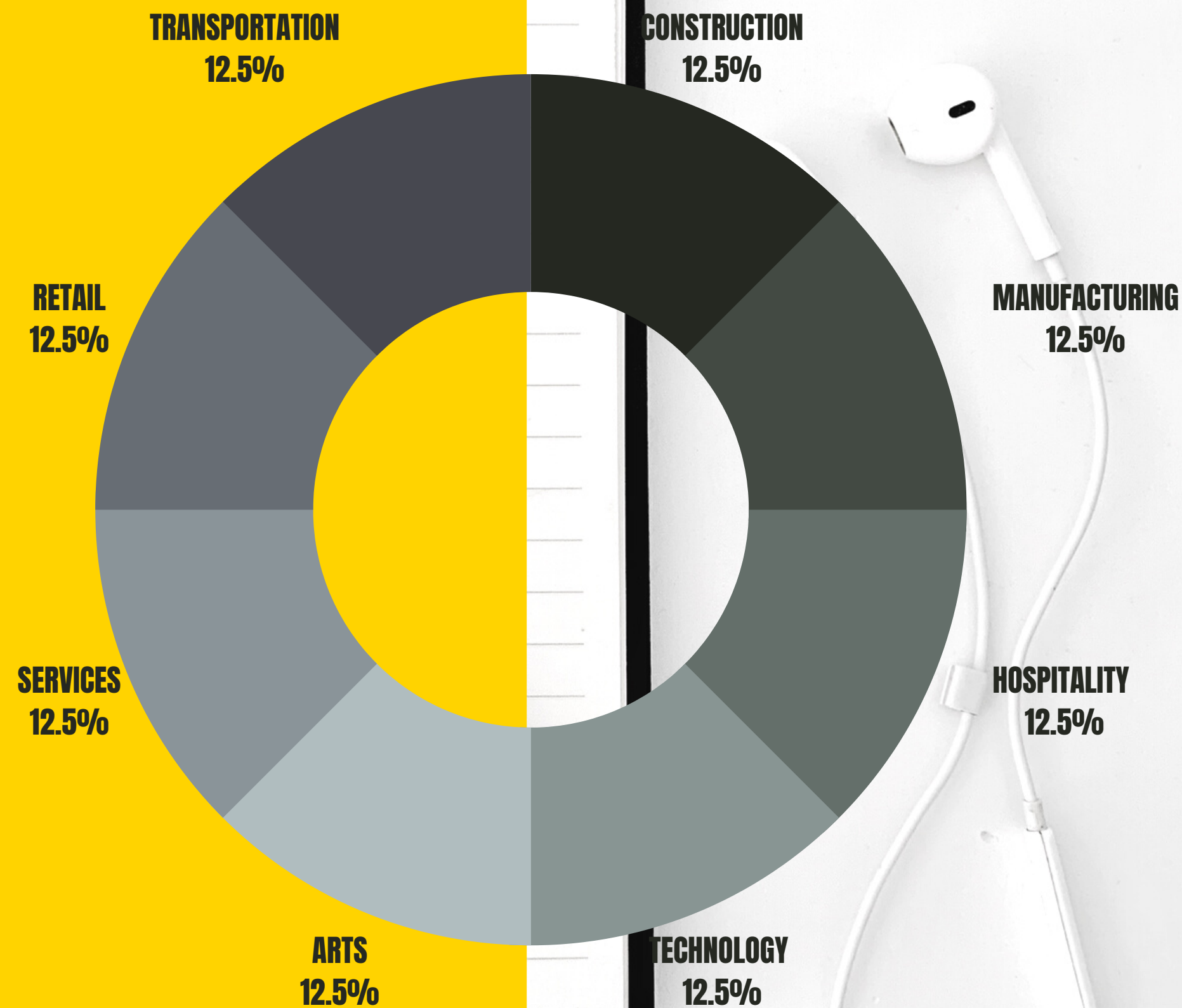
Our Pros are the best in the business. They know numbers, entrepreneurship, and how to land a financial message that sticks. Hand-selected for their unique financial acumen, industry intel, or personal financial perseverance, each Pro delivers the goods.



DRILLING DOWN: INDUSTRY SPECIFIC INTEL WHEN CALLED FOR

Every industry has been impacted differently. Some are looking to keep up, while others are looking to stay afloat.

Bank on our Pros to deliver insightful expertise that's relevant to today's economic climate and the impact being experienced by each industry.



MAXIMIZE YOUR SOCIAL IMPACT

**16 pieces of curated content...
with your name all over it.**

As a Gab Lab Champion you'll breathe a sigh of relief knowing your social media efforts are covered. Not only do we Like and Share your posts, but we hand over "post-ready" content, including images and copy, that your team simply needs to hit "SEND" on!



[Connect with us on Facebook](#)



[Connect with us on Instagram](#)



[Connect with us on Twitter](#)



[Connect with us on LinkedIn](#)





MEET YOUR PRODUCTION CREW

You can count on us.



Taunya Woods Richardson

Gab Lab Creator and Host



Hashim Suhail

Gab Lab Video Editing



Deja Jones

Gab Lab Co-ordinator



AN INVESTMENT OF

\$5K

WITH A PROJECTED ROI

- saving you over 35 hours in labour and administration
- leveraging your education budget with over \$260K of financial intel over 2021
- Expanding your reach by over 5,000 new Founders each month



MOVING FULL STEAM AHEAD

Four Weeks. Start to Finish.

Express your interest

No need to commit just yet. Let's discuss what an episode could look like and match up your Founders' frustrations with relevant topics and spot-on Pros.

If you like what you hear, we'll move forward.

Approve the framework

Pre-production, we get your sign-off off on audience-focused content, language and examples. We also make sure you're good-to-go with our segments, companion Playbooks and Worksheets.

Leave the work to us

Sit back and let us take care of booking the Pro, compiling the tools, conducting the interview, curating the content. and editing the material.

We've got this.

Bask in the spotlight

Now it's your turn to shine. You show up powerfully for Founders, now it's time for us to show up powerfully for you. Let's show the world the passion and purpose driving you and your team each and every day.

Flick the switch

And for our next act... simply hit send.

We'll send you links to where episode and tools can be accessed free of charge by all Founders, forever!

Let's do this!



LET'S TALK!

We'd love to discuss the ideas percolating in that brilliant brain of yours.



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