



**GAB
LAB**

**READY TO HELP FORGE
FINANCIALLY
FIERCE FOUNDERS?
NOW'S THE TIME!**



NAILTHENUMBERS.COM/THEGABLAB



Hello Pro!



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 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 financial Pros and Legends like you.

On the following pages, I outline our mission and strategy, and why I'm optimistic you'll 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 now and into the future.

Taunya Woods Richardson, CMC
Creator and Chair, Nail the Numbers, The Gab Lab

ON A MISSION TO FINANCIALLY EMBOLDEN 50,000 FOUNDERS... AND HELP STRENGTHEN 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 specifically for Founders. With a thruline that focuses on profitability, we curate financially fierce intelligence that has a powerful and lasting impact on the entrepreneur and their bottomline.



A photograph of a store window. A large white sign is taped to the glass, reading "CLOSING THIS STORE EVERYTHING MUST GO". The sign is in bold, black, sans-serif capital letters. Below the sign, several pairs of shoes are visible on display shelves inside the store. The background is dark, suggesting an evening or indoor lighting.

**CLOSING
THIS STORE
EVERYTHING
MUST GO**

PRE-COVID

820%

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

NET PROFIT IS THE BOTTOMLINE!

THE BOTTOMLINE IS THE LIFELINE OF EVERY BUSINESS

AND THE THRULINE
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 bottomline.

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 creator, Taunya Woods Richardson.



is splintered into 15-20 minute segments to capture and hold Founders' attention.



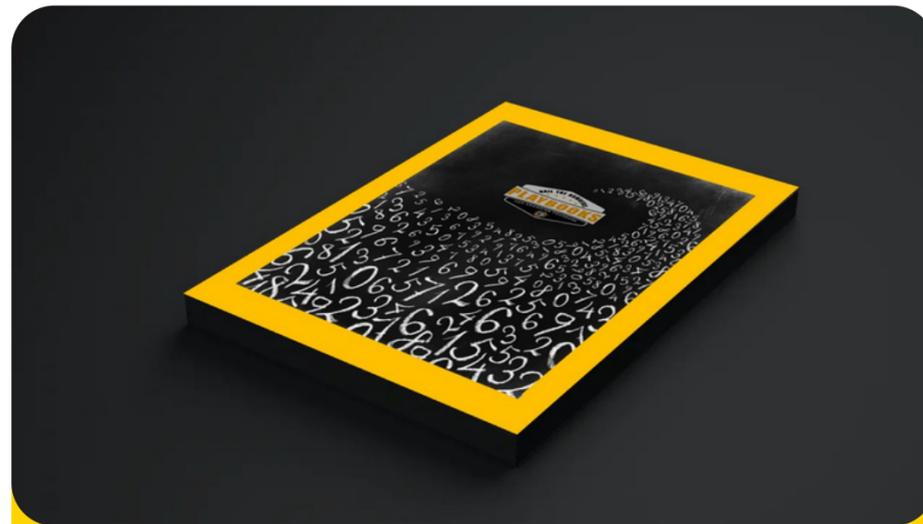
features micro-focused content, packed with clear and concise action steps and valuable tips.



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



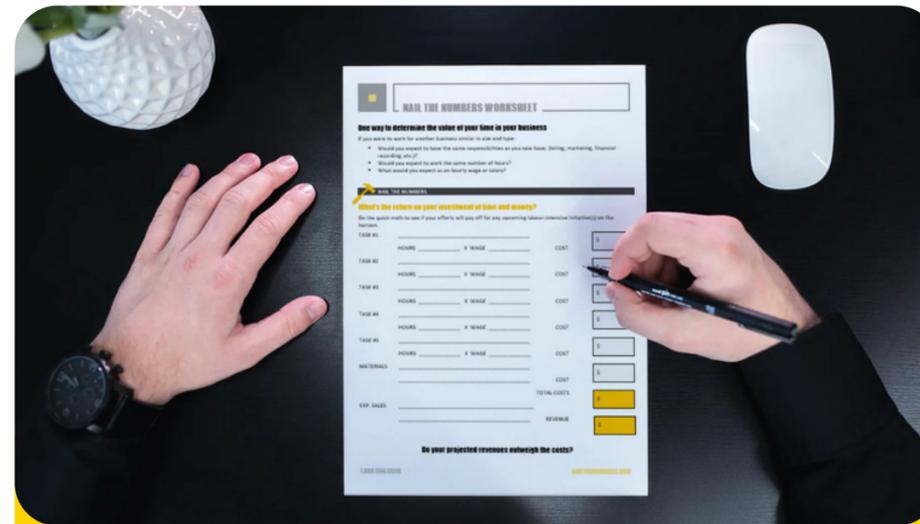
KNOWLEDGE IS POWER. WHEN IT'S APPLIED.



NTN Playbooks

Play-by-play review

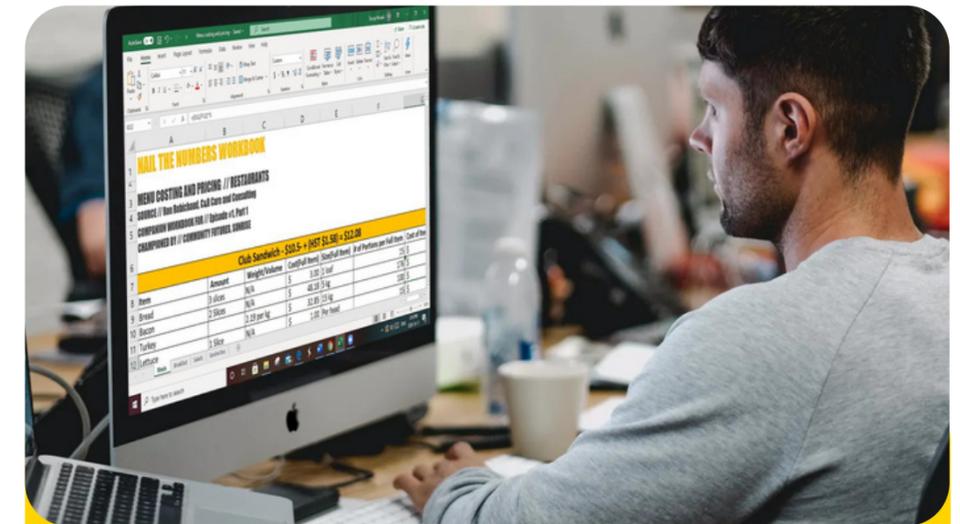
Each Gab Lab Episode comes complete with a companion Playbook. Founders can follow the recommend action steps, suggested by the Pros.



NTN Worksheets

Put pen to paper

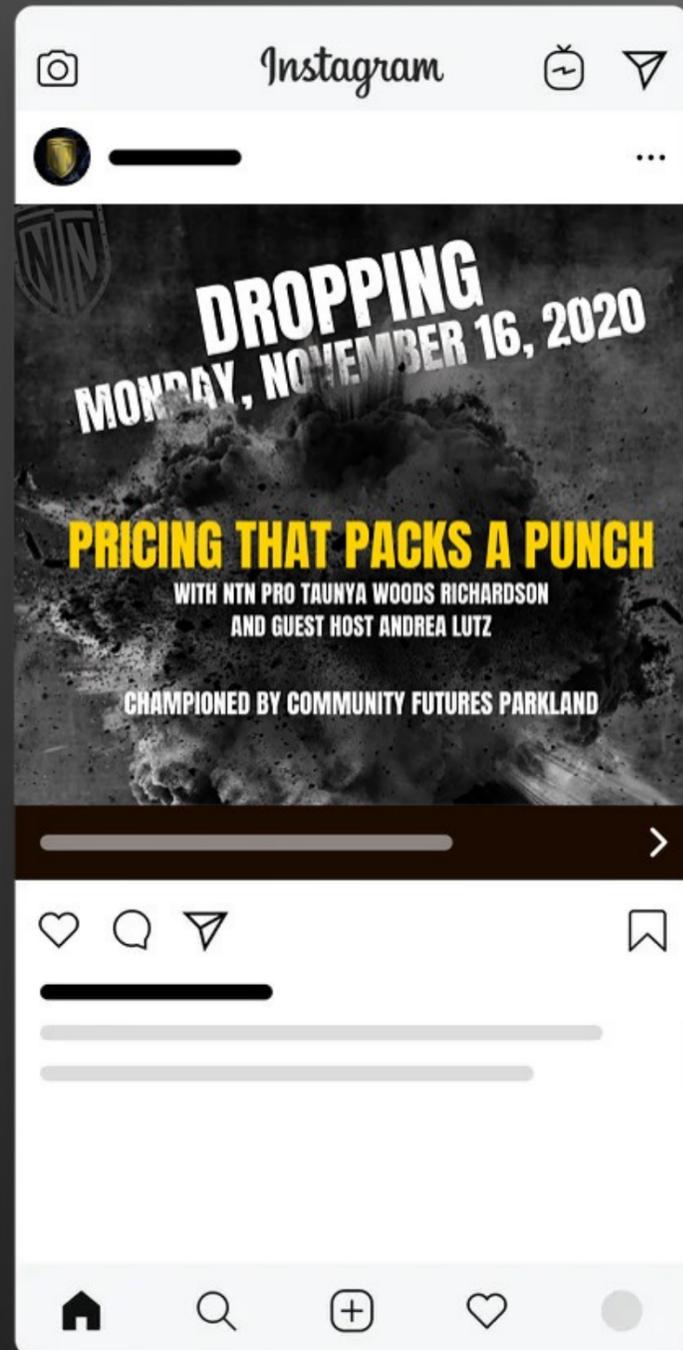
Companion NTN Worksheets allow Founders to sketch-out numerical concepts and flesh-out financial findings before touching an Excel sheet.



NTN Templates

Put the formulas to work

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



OUR TOP THREE PICKS TO BECOME A PRO

1.

Superhero welcome among raving fans and Founders

With over 52 episodes planned for 2021, and a community that's already over 50,000 strong (WOWZA) there's a stage, topic and an audience waiting just for you.

2.

Build street-cred within entrepreneurial circles

Because you're articulate and interesting, especially when it comes to a topic as intimidating as numbers, the Gab Lab is where you gain recognition and respect from other Pros, Founders, and entrepreneurial Champions.

3.

Gain killer content for your channels

Not only are Gab Lab episodes spread across multiple platforms like iTunes, Spotify, Google Play, You Tube and more, there are also limitless ways to share Gab Lab content after it's recorded.

AND ANOTHER FIVE MORE FOR GOOD MEASURE!



Impeccable production quality.

When you look good, we look good! We put our back into production, including professional sound, editing, creating custom web graphics, and writing custom episode notes that include your bio, key takeaways, resources and contact links.

Mega cross-amplification.

When each episode goes live, there's this cool feeling of a "mini-launch" that results in a highly shareable piece of content. We're pumped that our Champions are happy to have impactful content, our Founders are thrilled to have financial intel they can understand and implement, and you, our Pros are excited to show up powerfully and share your insight. Our collaboration framework and episode format results in more likes, shares, tweets, backlinks and traffic. Everyone wins.

Oh yeah, sales!

PR and sales go hand-in-hand. Earned media draws attention and is a great way to even the playing field with companies, consultants and influencers who spend millions on advertisements. Articulated stories and personal experiences by their very nature are more credible than ads, making Gab Lab episodes a powerful way to have Founders like and learn from what you have to say.

And if sales weren't enough...

You're getting paid! True, we're not cutting you a cheque for six figures, but we are cutting you in with a financial token of our appreciation. Or if you prefer, we're happy to pay it forward and contribute to a financial literacy organization or project on your behalf.



**Did someone say
WATCH PARTY!?**

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

**Evergreen content that engage Founders.
Anytime. Anywhere.**

EPIISODES THAT DROPPED IN Q1, 2021



JANUARY 2021

- Pricing That Packs a Punch
- Equipment Costs and Capacity
- Stress Testing Your Financials
- Dealing With A Daunting Debt Load

FEBRUARY 2021

- Tax Time: It Need Not Be Taxing
- Navigating Covid Benefits and Subsidies Come Tax Time
- Managing Budgets and Cash Flow Through Covid
- Financial and Funding Considerations for Non Profits

MARCH 2021

- Debt vs. Equity: The Assets and Liabilities of Each
- Inventory Management and Cashflow
- Key Ratios and Industry Benchmarks
- Making Sense of Financial Statements

*TOPICS DO NOT REFLECT THE FINAL EPISODE TITLE

A large, dark, explosive splash of black and grey particles and smoke, centered at the bottom of the page.

**40
MORE
TO AIR**

YOU'RE IN GOOD COMPANY!

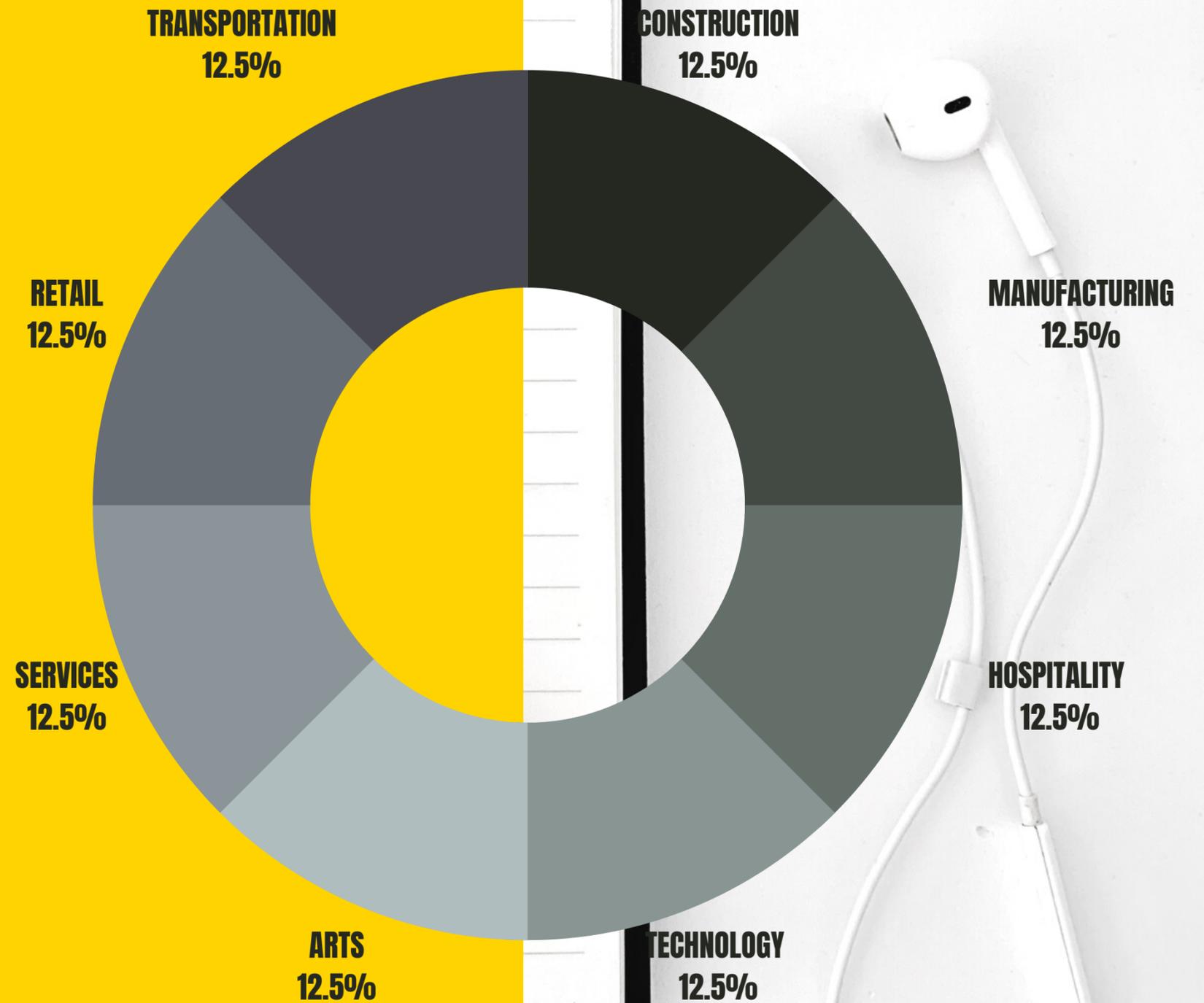
Our Pros are the best in the business. They know numbers, entrepreneurship, and how to land a financial message that sticks. Hand-selected for their financial expertise, specialized industry intel, or unique personal perspective, each Pro delivers the goods.



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

25 pieces of curated content...
with your name all over it.

As a Gab Lab Pro 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 you and 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 Awan

Gab Lab Video Editing



Shawn Hickey

Gab Lab Coordinator



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 Founders' frustrations with relevant topics.

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

Approve the framework

Pre-production, we get your sign-off off on Founder-focused content.

We also make sure you're good-to-go with our episode framework, companion Playbooks, Worksheets and Templates.

Leave the work to us

Sit back and let us take care of the technology, the tools and the transcripts.

We've got this.

Bask in the spotlight

Now it's your turn to shine. You show up powerfully for Founders, so it's time for us to show up powerfully for you.

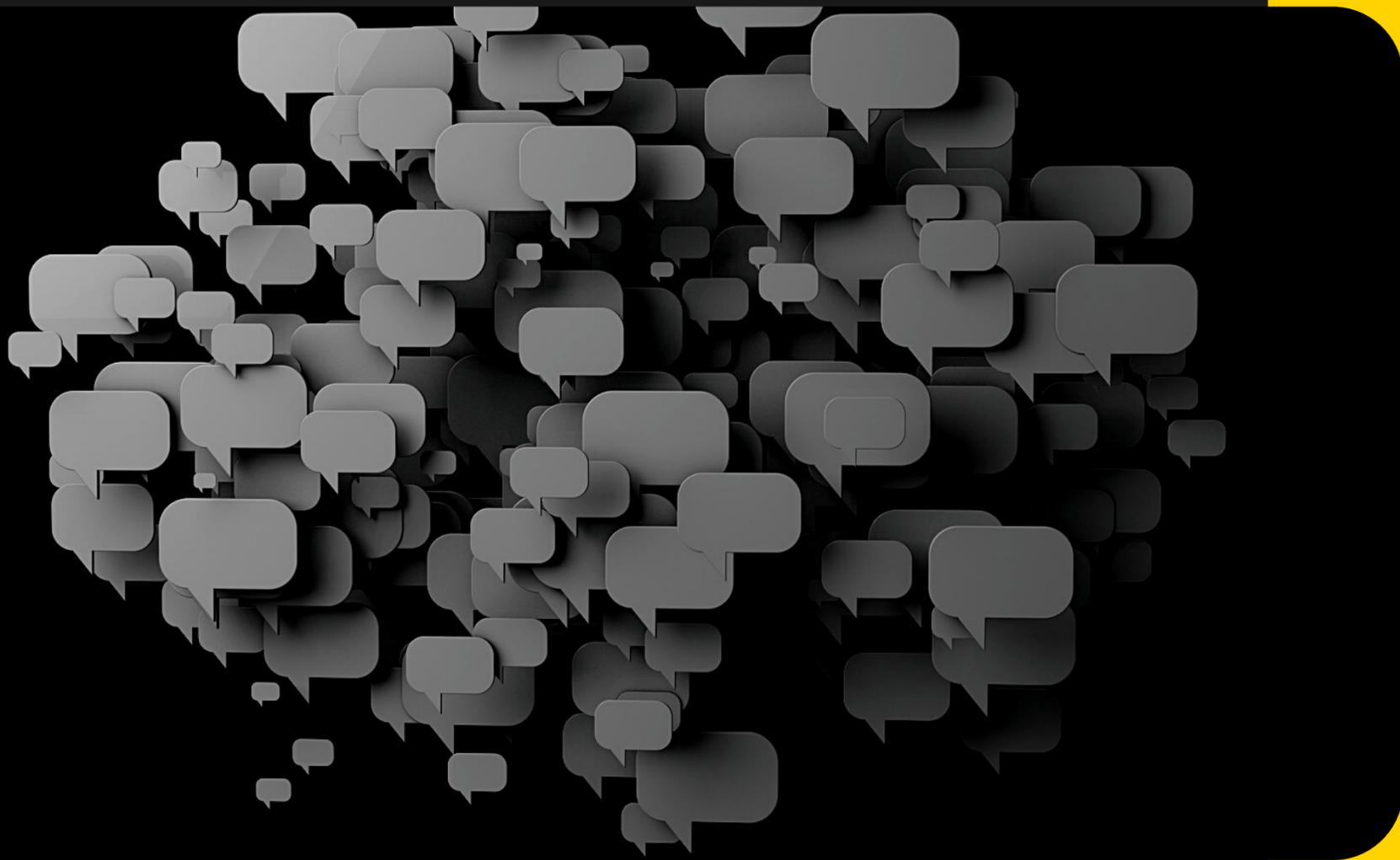
Let's showcase to the world your passion and purpose driving you and your team each and every day.

Flick the switch

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

We'll send you links to where your Gab Lab 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.



Phone Numbers

TOLL+TEXT: 1.855.610.1710



Emails

taunya@nailthenumbers.com

bookit@nailthenumbers.com



Websites

www.nailthenumbers.com

www.nailthenumbers.com/thegablab