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First start up business

- Started my first business at 12 years old in Arlington, TX.
- Sold macramé baskets with clay pots





Business Model

- Cost:
 - Jute - \$3
 - Beads and ring - \$1
 - Ceramic pot- \$3
- Sales price - \$10
- Profit margin - \$3



POTS ARE ONLY \$1
PROFIT MARGIN IS NOW \$5

GRIND

today until graduation

Develop chiropractic personality

Vision for practice

Mission statement

Create a business plan

Create a business name

Identify mentors & colleagues

Join mentorship group and
attend conferences

(Student rates may be available)

Participate in other DC screenings

Volunteer at chiropractic offices

Research potential business locations

Research census info & demographics

Understand area competition

Pros & cons of entering the local market

Decide on business location – City & State

Begin to find furniture, racks, accessories
to store in preparation for office set-up

Volunteer at ribbon cuttings



The secret to getting ahead
is getting started.
Mark Twain

ROADMAP TO SUCCESS

WHAT TO DO NOW

VISION

graduation until lease signing

Determine & set up business structure

Create cash budget - CORE PLAN

Create business logo & branding

Register domain name

Find an attorney, banker & CPA

Set up tax structure

Apply for EIN

Locate Real Estate Service

Identify billing and collections partner

Prepare personal financial statements

Open business checking accounts & order checks

Apply for business credit cards

Set up state and city tax accounts

Establish early estimate of opening month

Secure capital

Finalize facility location – structure

Visit and join Chamber of Commerce

Sign property paper – lease or purchase

Prepare a personal budget



Vision is the art of seeing
what is invisible to others.
Jonathan Swift

ROADMAP TO SUCCESS

What & When

(6 months before ribbon cutting)

1. Pick name and state
2. Reserve name
3. Obtain LLC, PC, PLLC, or CORP
4. Get IRS EIN (Employer Identification Number)
5. Operating agreement
6. Open bank account
7. Get business license

Personal Savings

money you have saved up over the years

Education Loan Balance

max out your student loans

Relatives and Friends

receive money (loan or gift) from people you or get them to co-sign a loan with you

Financial Institutions

business or personal loans or lines of credit from a bank or credit union.

Equipment Lease

loan from where you purchase your equipment

Chiro Angel Investors

loan from a wealthy individual who is committed to helping startups

Temporary Associates Position

still don't have enough?!? Work as an associate to save and make it easier to get a loan



PERFECT
WAYS TO
FUND
YOUR
PRACTICE

Business Entities

- Sole Proprietor
- LLC or PLLC
- Partnership
- PC (Professional Corporation)
- Inc (C-corp)
- S-corp Election



CORE Plan™ - PLUS

Income Statement Year 1

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 1
Practice Member Visits per Month	237	284	341	409	470	540	595	654	706	763	809	857	6,663
Average PM Visits per Week	55	66	79	95	109	126	138	152	164	177	188	199	
Net PM Revenue	\$7,095	\$8,514	\$10,217	\$12,260	\$14,099	\$16,214	\$17,835	\$19,619	\$21,189	\$22,884	\$24,257	\$25,712	\$199,895
Expenses													
Payroll Expenses													
Payroll Expense	\$1,032	\$1,032	\$1,032	\$1,032	\$1,032	\$2,064	\$2,064	\$2,064	\$2,064	\$2,064	\$2,064	\$2,064	\$19,608
Payroll Expense- Shareholders	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Tax Expense	\$103	\$103	\$103	\$103	\$103	\$206	\$206	\$206	\$206	\$206	\$206	\$206	\$1,961
Total	\$1,135	\$1,135	\$1,135	\$1,135	\$1,135	\$2,270	\$2,270	\$2,270	\$2,270	\$2,270	\$2,270	\$2,270	\$21,569
Office Expenses													
Office Supplies	\$568	\$681	\$817	\$981	\$1,192	\$1,461	\$1,749	\$2,024	\$2,290	\$2,661	\$3,019	\$3,080	\$29,843
Credit Card Acceptance Fees	\$170	\$204	\$245	\$294	\$338	\$389	\$438	\$471	\$509	\$549	\$582	\$617	\$4,797
Meals and Entertainment	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Continuing Education	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$10,800
Travel Expense	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$9,600
Dues and Subscriptions	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$2,280
Other Office Expense	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Total	\$3,378	\$3,525	\$3,708	\$3,915	\$3,571	\$3,730	\$3,817	\$3,935	\$4,038	\$4,150	\$4,241	\$4,337	\$46,320
Service Expenses													
Advertising and Promotion	\$710	\$851	\$1,022	\$1,226	\$1,410	\$1,621	\$1,070	\$1,177	\$1,271	\$1,373	\$1,455	\$1,543	\$14,730
Computer and Software	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$5,400
Professional Fees	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400



CORE Plan™ - PLUS

Cash Available at Startup

Source of Funds	Amount	Interest Rate	# of Years	Estimated Payment	Estimated Monthly Interest
Bank Loan	\$100,000	6%	10	\$1,110.21	\$500
Equipment Financed	\$50,000	12%	5	\$1,112.22	\$500
Owner Contribution	\$40,000				
Total Cash Available	\$190,000				
Total Debt Payments		\$2,222.43	\$1,000		

Test to determine if you have enough cash to open properly?

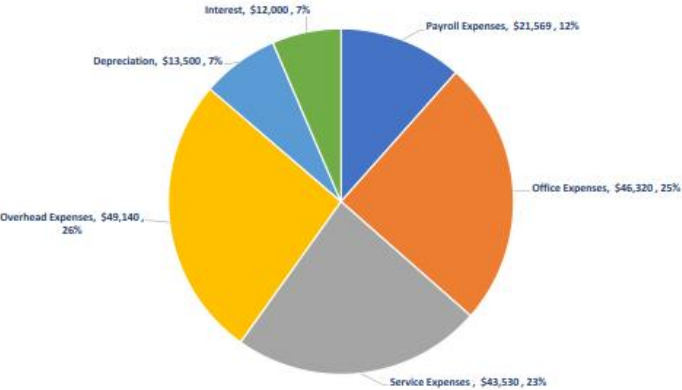
We recommend you have **at least 2 months** of business and personal expenses in the bank when you open.

Cash Available at Ribbon Cutting	\$36,900
2 months business expenses	\$27,880 (includes debt payments)
2 months personal expenses	\$5,400
Total:	\$33,280
Remaining Cash	\$3,620
Cash Margin of Safety =	9.8%

Note: Cash Margin of Safety % represents the level of remaining cash above/below the 2-month expense reserve recommendation. Less than 0% would be higher risk of running out of cash at opening and above 25% would be holding too much cash.

CORE Plan™ - PLUS 6 - Income Statement Year 1

Year 1 Expenses



A financial planning tool used to map out the startup phase and your first 3 years in practice.

Your business can be making a
profit and still fail due to poor
cash flow!

BUILD

leave signing until grand opening

Build-out phase for property

Obtain business license

Locate suppliers & vendors:
contractor, electrician, plumber,
HVAC company, IT professional,
phone & internet provider, medical &
office supplies, technology, janitorial

Set up credit card processing

Find insurance agent

Establish insurance needs

Order medical imaging equipment

Purchase EMR / scheduling software

Set up website & social media

Order interior & exterior signage

Develop promotional marketing plan

Order marketing materials

Hire & train initial team members

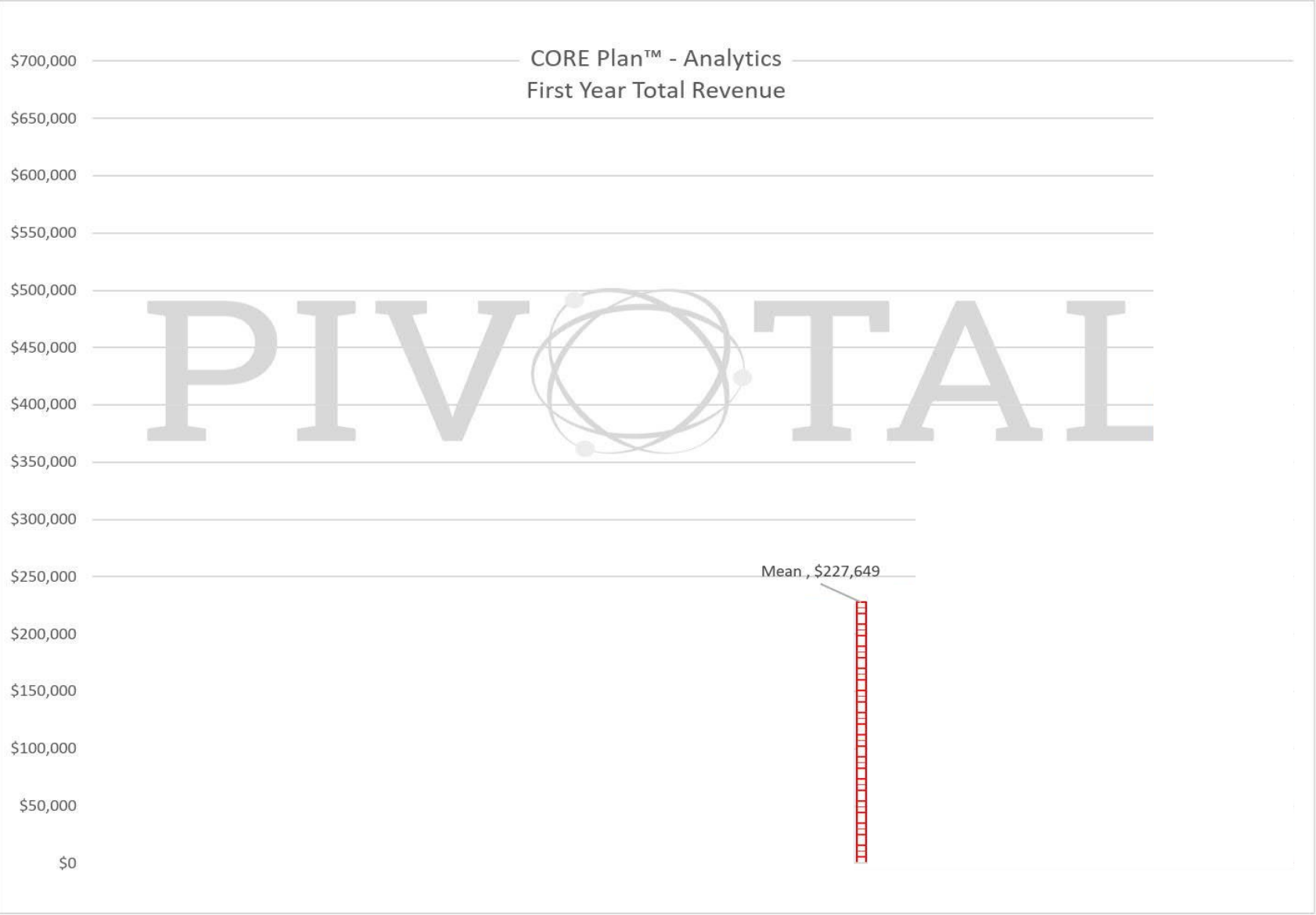
Purchase all supplies

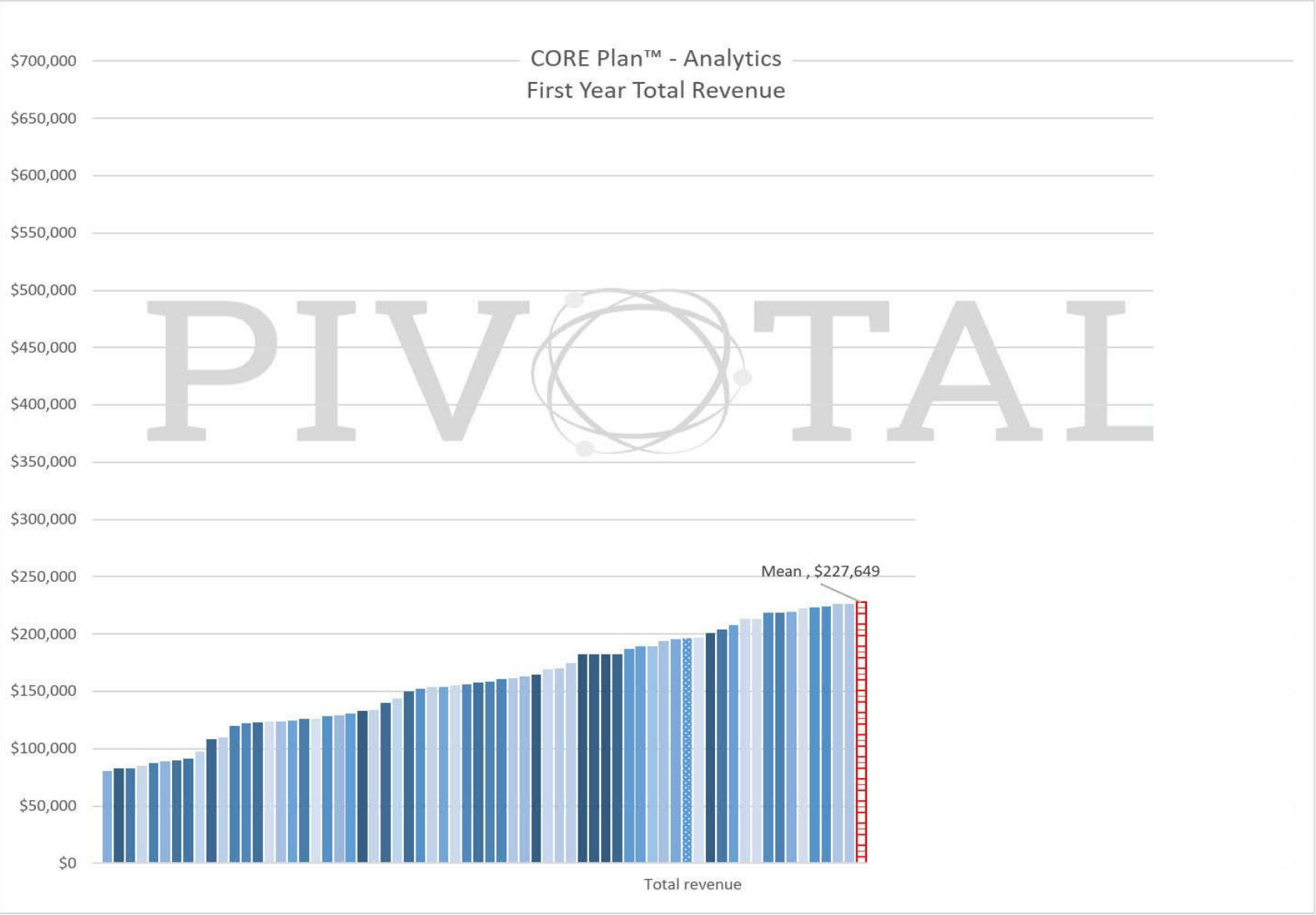
Get local area code for cell phone

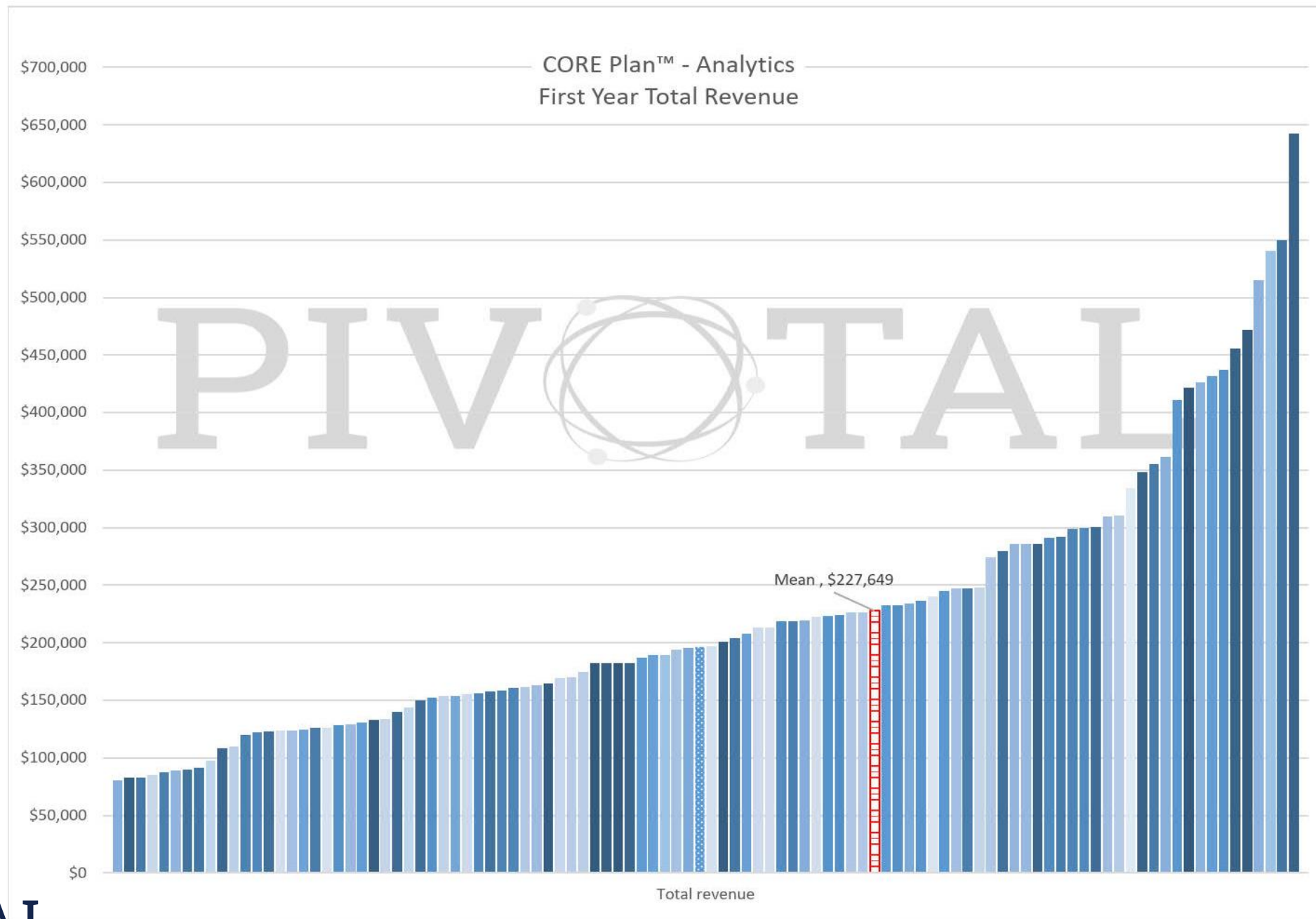


There are no shortcuts to
any place worth going.
Beverly Sills

ROADMAP TO SUCCESS







PAYOFF

first six months of business

Ribbon Cutting & Grand Opening

Develop office handbook

Evaluate, hire, and train additional
team members

Schedule and service practice members

Set & evaluate internal goals

Establish PM appreciation program

Plan internal & external
promotion activities

Identify screening opportunities

Attend & schedule speaking opportunities

Re-evaluate supplies & equipment needs

Review financials with your CPA

Update 36 month budget

Secure additional capital if needed

Track collections to make sure
they are timely

continue on the road to success . . .



Always treat your
employees exactly as you
want them to treat your
best customers
Stephen R. Covey

ROADMAP TO SUCCESS

THE BOX



Sprout

Ribbon Cutting – Covering of Expenses

Live Minimally

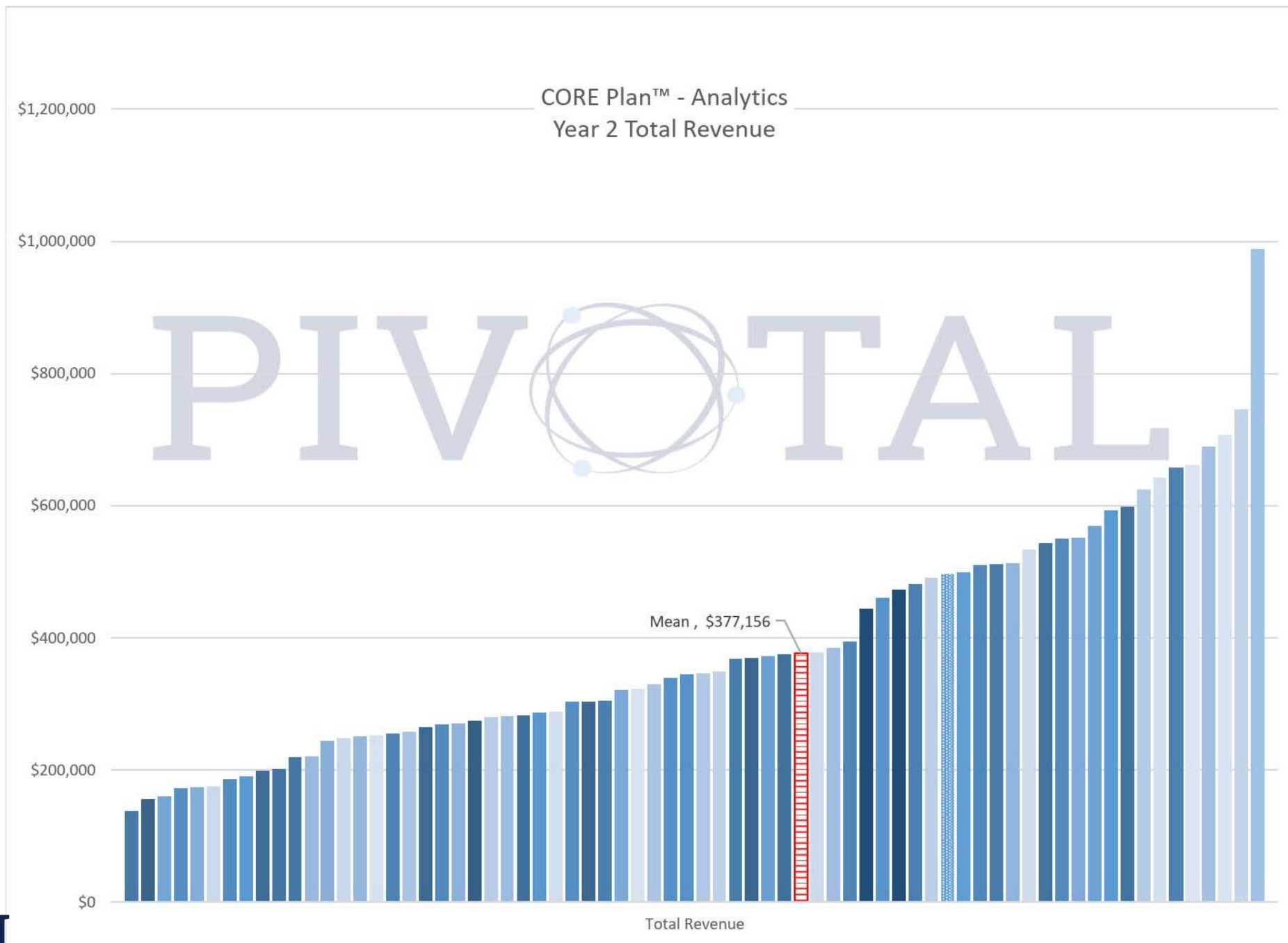
- ◆ Set financial and other goals – both business and personal
- ◆ Accumulate 2 months of operating expenses in bank
- ◆ Get LOC or extra funding if necessary
- ◆ Manage cash daily – both business and personal
- ◆ Keep expenses as low as possible
- ◆ Eliminate destructive expenses
- ◆ Cash Flow is King – don't rush to pay off debt
- ◆ Only use your business bank account for business expenses
- ◆ Build relationships within the community
- ◆ Advertise as much as possible
- ◆ Educate yourself on owning a business and leading a team
- ◆ Hire a team member only if necessary
- ◆ Set up income-based student loan repayments
- ◆ Set up a will
- ◆ Do not start a side business

Next phase target date:

Strength and growth come only through continuous effort and struggle. Napoleon Hill



SEEDS
TO
SUCCESS



Develop Roots

Covering of Expenses – Bottom line \$120,000

Live Modestly

- ◆ Evaluate goals – adjust old, make new
- ◆ Accumulate 2 months of operating expenses in bank
- ◆ Manage cash closely – both business and personal
- ◆ Create a personal budget
- ◆ Eliminate destructive expenses
- ◆ Get on payroll
- ◆ Hire team members as needed. Add 1 FTE every 100-150 new visits per week.
- ◆ Start a retirement plan – Roth/SIMPLE IRA
- ◆ Obtain life insurance
- ◆ Plan for taxes
- ◆ Do not start a side business
- ◆ Sign up for “The Next Step”
 - Prepare 24 month business budget
 - Prepare 36 month cash budget
 - Prepare 60 month capital budget
 - Debt evaluation – including student dept

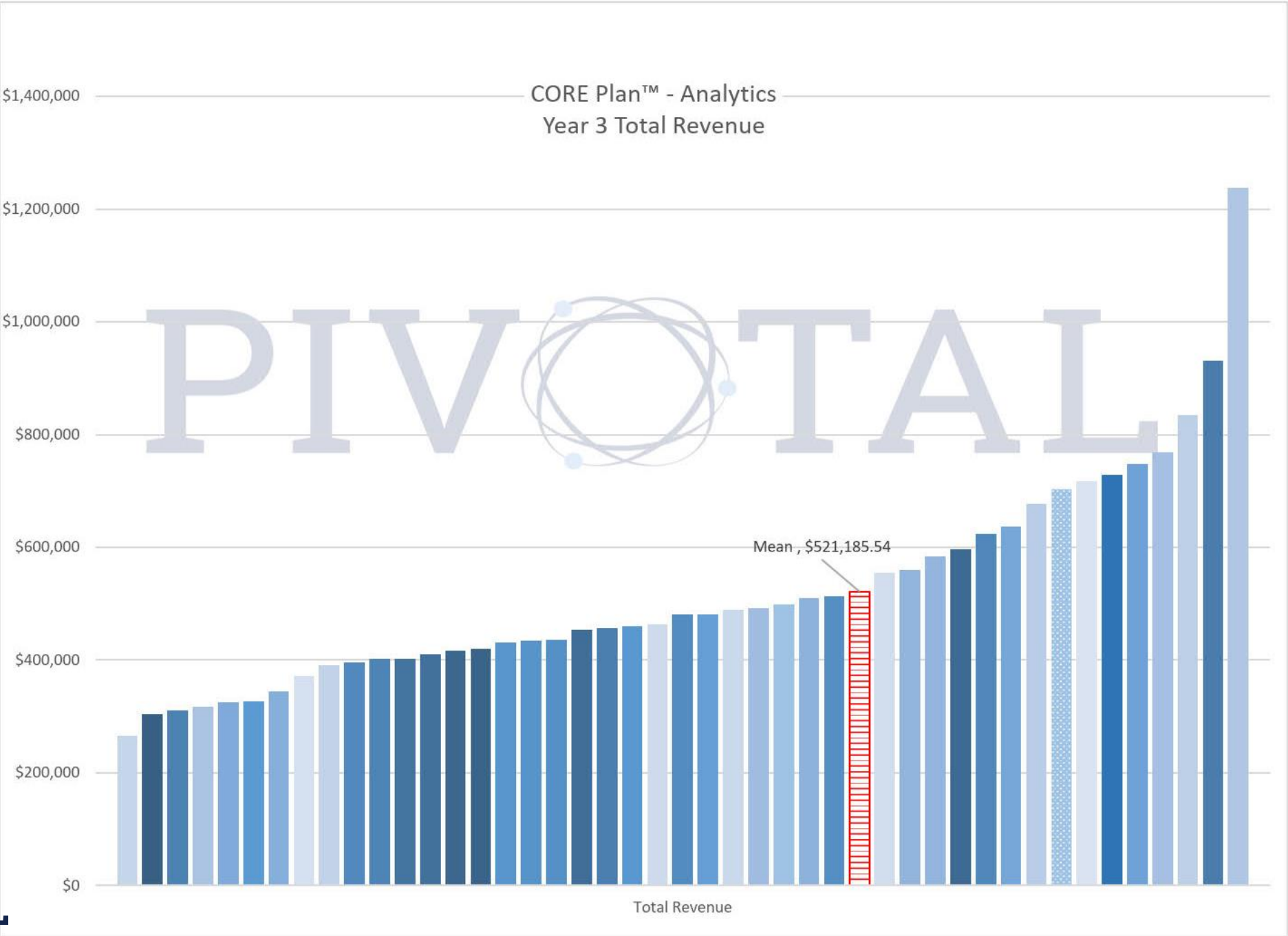
Next phase target date:

Your branches can only reach high if your roots go deep. Brian Logue



SEEDS TO SUCCESS

Indicator changes from
cash in bank to budget



Grow Up

Bottom line \$120,000 - \$250,000

Live Humbly

- ◆ Evaluate goals – adjust old, make new
- ◆ Create personal & business monthly budgets
- ◆ Eliminate destructive expenses
- ◆ Maintain 2 months operating expenses in bank
- ◆ Implement “The Next Step”
- ◆ Start to payoff unfavorable debts
- ◆ Invest in your office and staff
- ◆ Purchase home
- ◆ Educate yourself on investment opportunities
- ◆ Hire team members as needed
- ◆ Consider hiring an associate
- ◆ Explore possible side business

Next phase target date:

Growth and comfort do not coexist. Ginni Rometty



SEEDS TO SUCCESS

Branch Out

Bottom line \$250,000+

Live Abundantly

- ◆ Evaluate goals – adjust old, make new
- ◆ Update personal & business monthly budgets
- ◆ Eliminate destructive expenses
- ◆ Maintain 2 months operating expenses in bank
- ◆ Payoff any remaining debt
- ◆ Begin funding children's college
- ◆ Continue investing in your office and staff
- ◆ Overnight team trip – vision casting
- ◆ Buy a shopping center or building
- ◆ Build your dream practice debt free
- ◆ Give freely to favorite charity
- ◆ Hire team members as needed
- ◆ Hire an associate
- ◆ Start a side business



Don't judge each day by the harvest you reap, but by the seeds you plant. Robert Louis Stevenson

SEEDS TO SUCCESS

What's Important?

- **Cash flow and budgeting**
 - Eliminating debt
 - Tax planning
 - Retirement planning
 - Business strategies
- Financial goal planning

Questions?

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