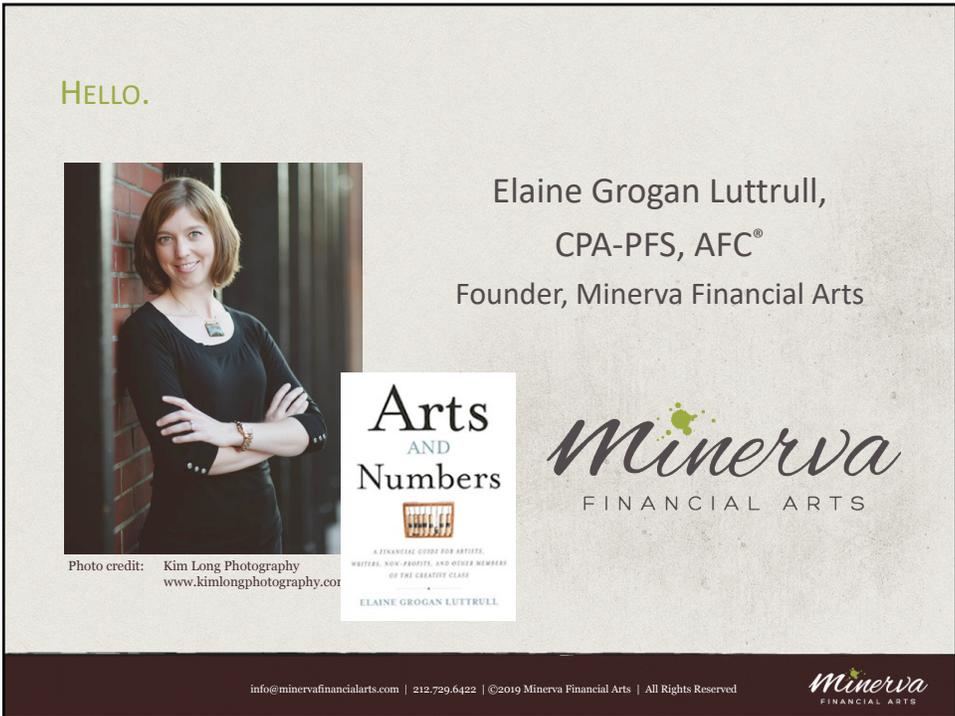


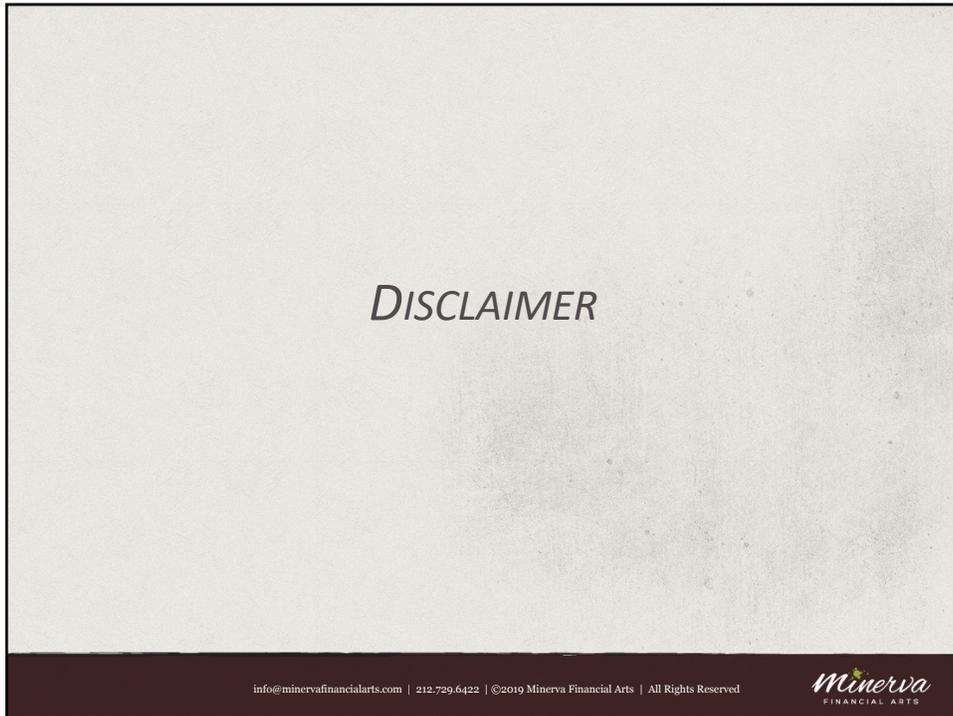
1



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4

GROUND RULES

Share the Floor
with Respect

Equal Parts Teacher
and Student

Stories Stay,
Lessons Leave

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5

KAIR FRAMEWORK

K A I R

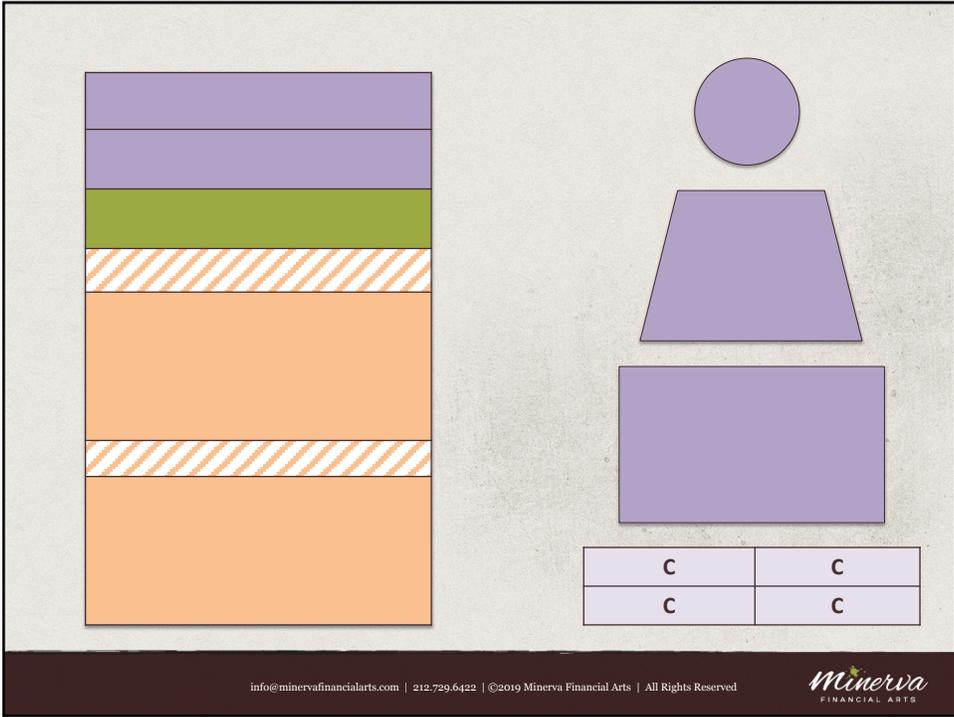
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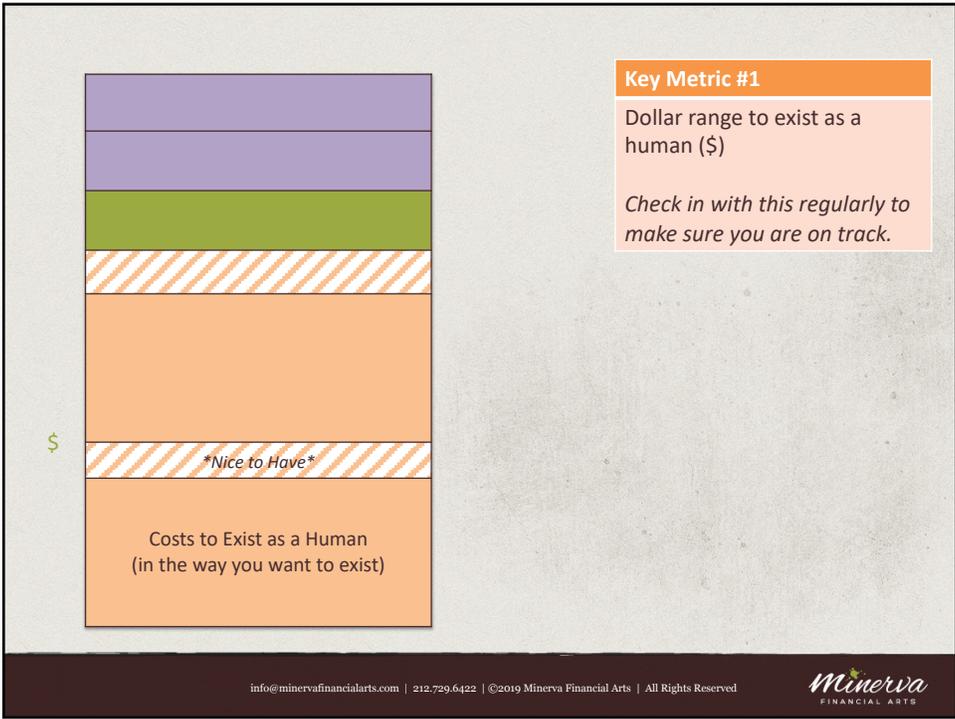
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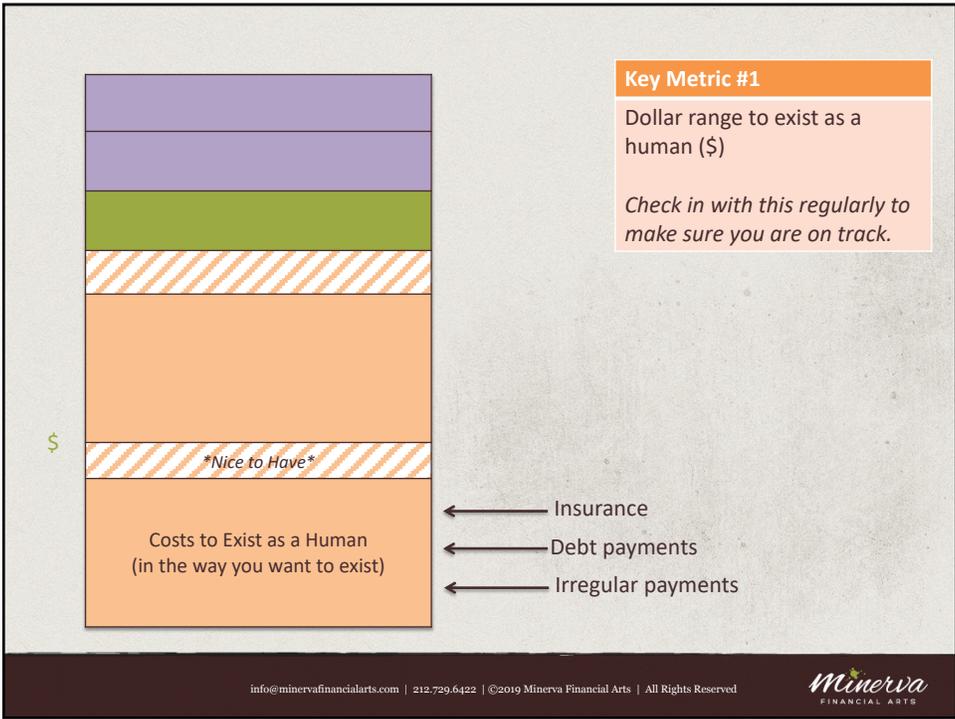
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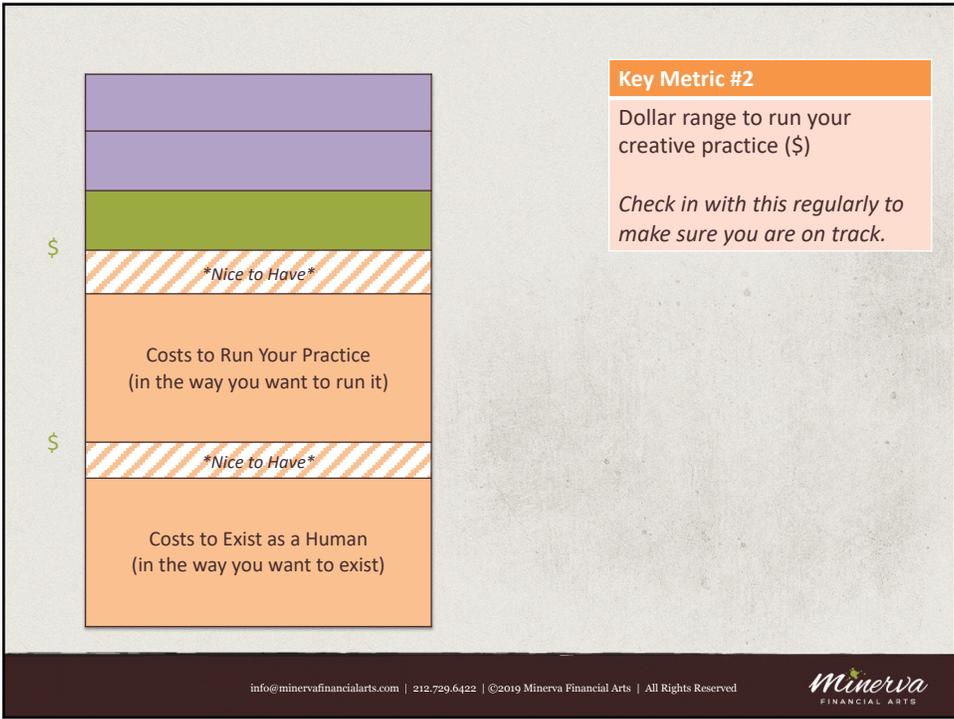
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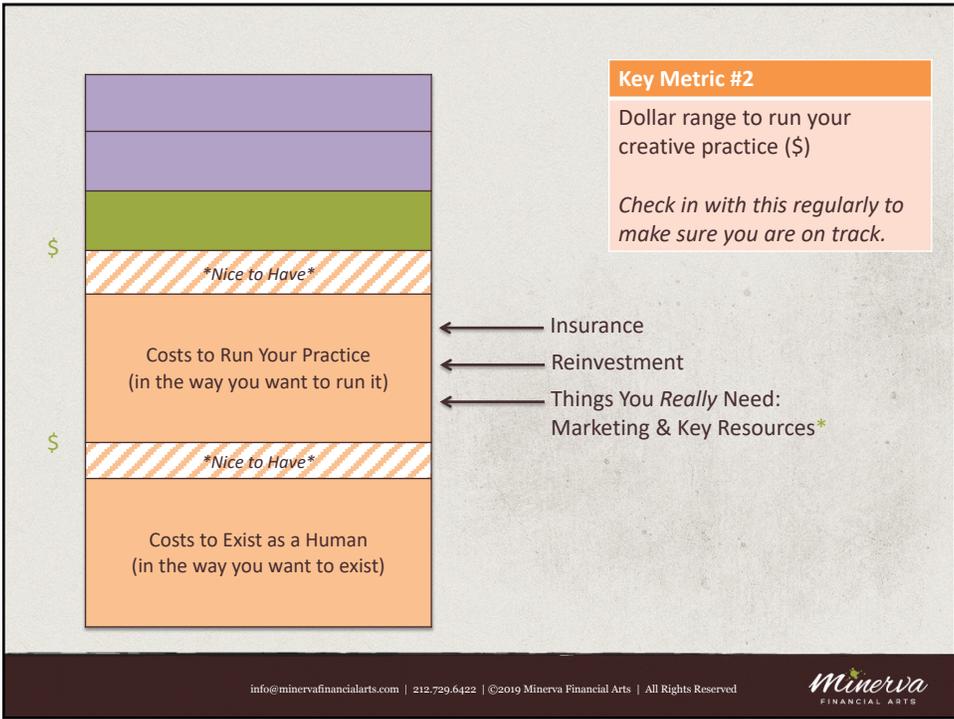
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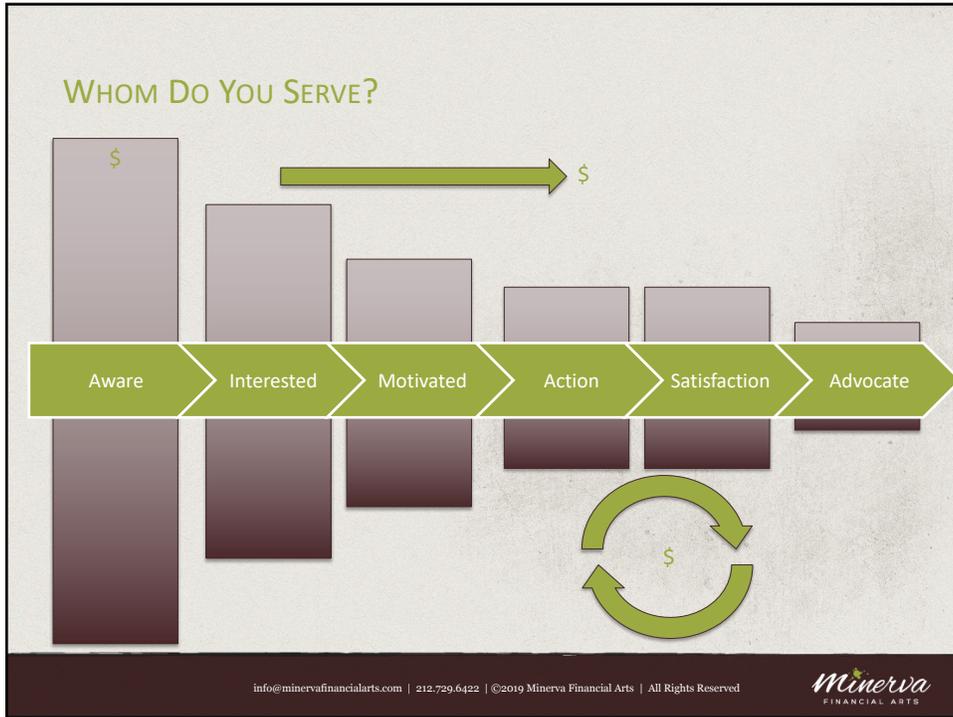
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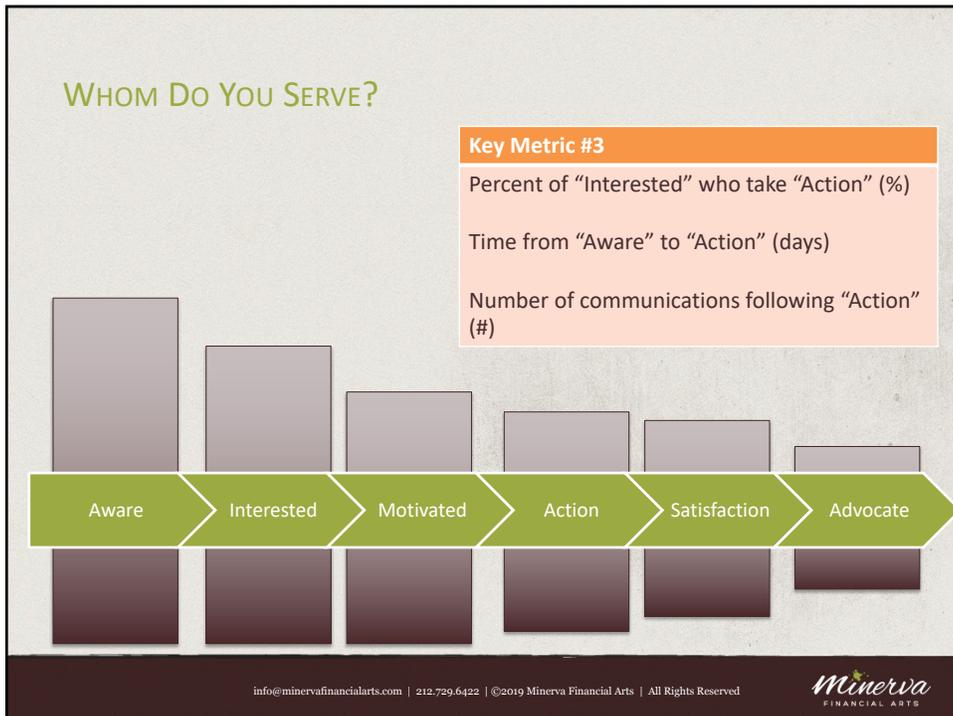
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14

WHAT DO YOU NEED?

Stuff (Assets)	Space	Systems	Skills (Expertise)	Support
-------------------	-------	---------	-----------------------	---------

Brainstorm things you need in each category
(Start with the obvious things and go a bit deeper)

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WHAT DO YOU NEED?

Stuff (Assets)	Space	Systems	Skills (Expertise)	Support
<ul style="list-style-type: none"> Creative Supplies Office supplies Equipment Inventory Vehicle Related merch 	<ul style="list-style-type: none"> Studio Office Showing / selling space Furniture 	<ul style="list-style-type: none"> Website Social media Bookkeeping Taxes CRM Newsletter 	<ul style="list-style-type: none"> Creativity Time Process Contractors Employees 	<ul style="list-style-type: none"> Partners Advisors Mentors Supporters Funders Peers Allies Competitors

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WHAT DO YOU NEED?

These have three costs: (1) to acquire, (2) to maintain and (3) to protect.

Stuff (Assets)	Space	Systems	Skills (Expertise)	Support
-------------------	-------	---------	-----------------------	---------

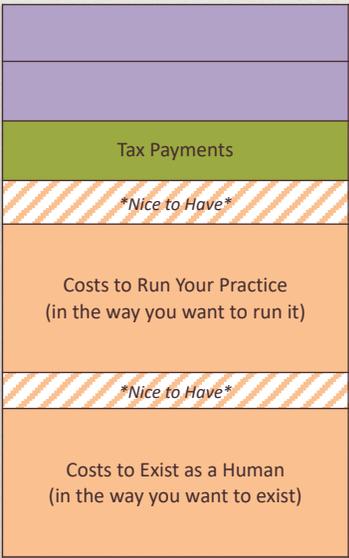
Key Metric #4

Percent of total expenses that is spent on "stuff you need."

Amount of reserve fund to cover things that you haven't insured.



17



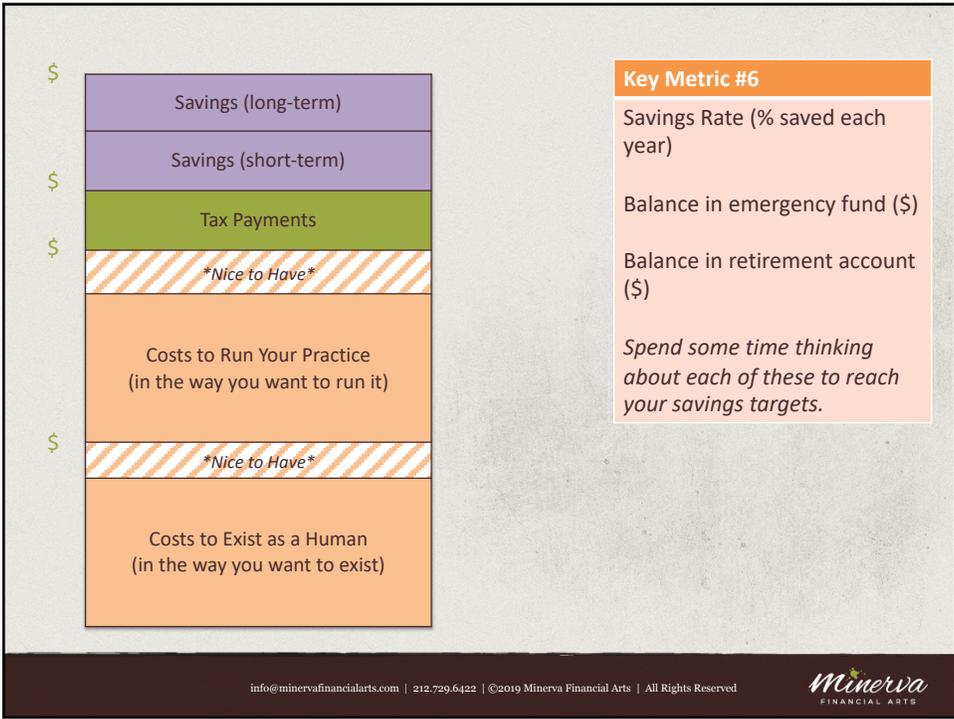
Key Metric #5

Effective Tax Rate (%)

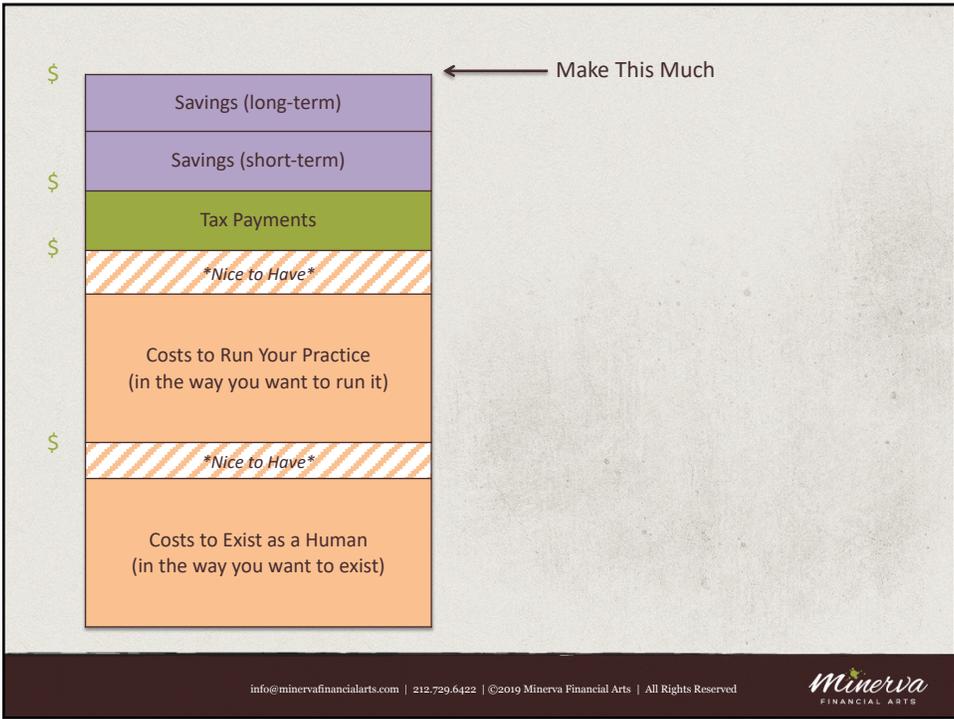
Use last year's tax return to help identify this rate... And save for taxes accordingly.



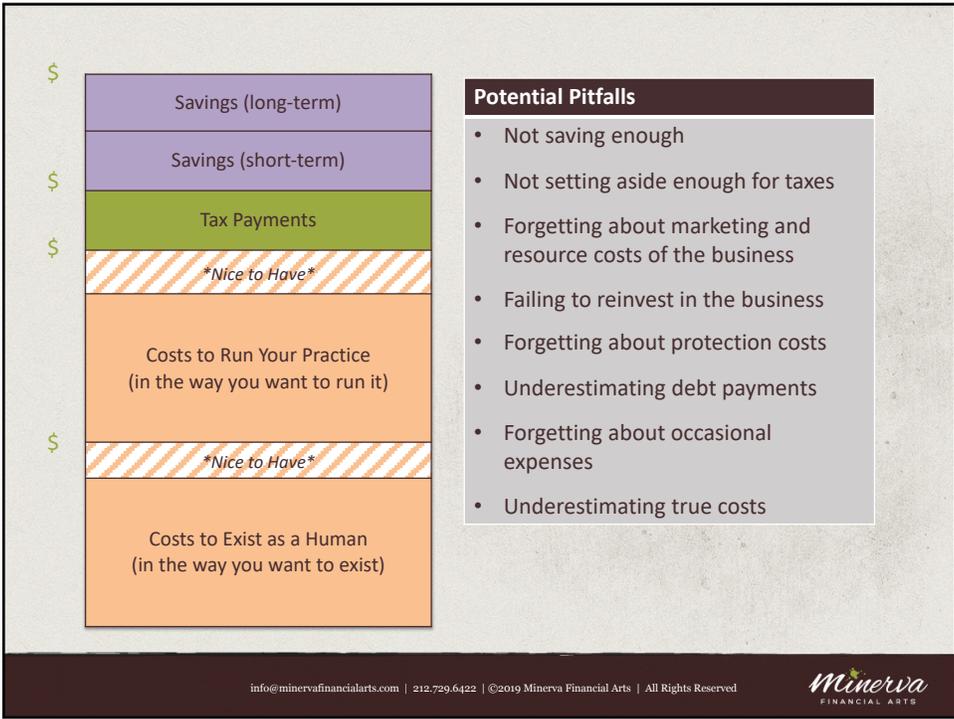
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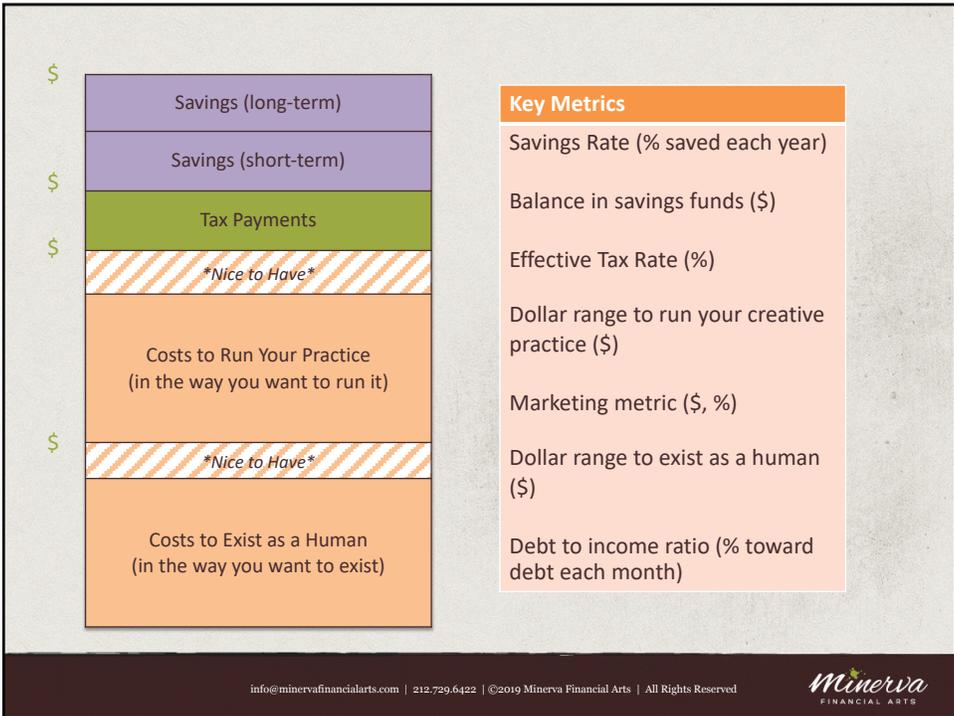
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The image shows a business card for Minerva Financial Arts. The card has a light beige background with a dark brown footer. The logo features the word "Minerva" in a black script font with a green splatter graphic above the 'i', and "FINANCIAL ARTS" in a black sans-serif font below it. The contact information for Elaine Grogan Luttrull, the founder, is listed in the center. The footer contains the company's website, phone number, copyright notice, and a smaller version of the logo.

Minerva
FINANCIAL ARTS

Elaine Grogan Luttrull | Founder
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