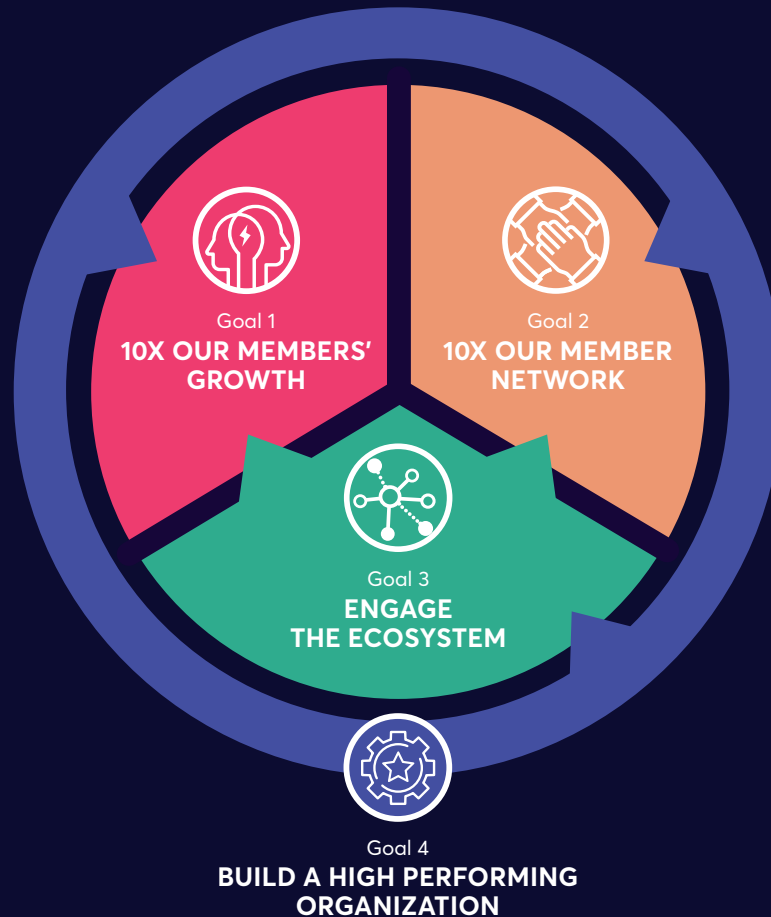


EO 4.0 Strategic Plan



MEMBER VALUE

Goal 1

We will build and deliver personalized engagement opportunities, products and services that help our members 10x the achievement of their goals.

Goal 2

We will create membership opportunities that meet the evolving needs of entrepreneurs in order to attract and retain the highest-quality entrepreneurs within our network.

ORGANIZATIONAL EXCELLENCE

Goal 3

We will pursue partnership and engagement opportunities to grow the EO brand and better understand the wants and needs of emerging entrepreneurs.

Goal 4

We will enhance our operating model to push more resources towards creating member value by pursuing process automation and redesign.

