PERSIENT INSTITUTE

Entrepreneurs Readiness Program Details

- **Cohort size:** 4-5 owners per cohort (majority owners only), to keep discussions candid and the coaching individualized.
- **Cadence & format:** 12 week series, primarily in person, combining group workshops and 1:1 expert sessions. Group workshops require sharing and presentation to the group.
- **Weekly rhythm:**
  - **Diagnose & Prioritize Phase:** Weeks 1–5 group sessions - Assess the 8 core silos and value drivers of your business and set up a private virtual data room; each session.
    ~4.5 hours in person plus 2–3 hours of homework.
  - **Expert Deep-Dives Phase:** Weeks 6–8 1:1 sessions – Four expert sessions **(legal, wealth/estate, ops/finance, tax, M&A), 60-120 minutes each, to remove your business risks and unlock quick wins.
    ~4 hours in-person/remote per week.
  - **Integrate & Get Buyer Ready Phase:** Weeks 9–12 group sessions: Synthesize learnings, close gaps, pressure test your story, deliver a 30 minute management presentation, and graduate with a verified readiness checklist and action plan.
    ~ 4.5 hours in person plus 2–3 hours of homework.
- **Schedule & seasonality:** Two cohorts/year, typically March and September starts; sessions are planned on Friday mornings to minimize disruption.
- **Application Process:** Submit application listing your preferred cohort start date. This will be followed with a phone call to discuss fit and expectations. If selected, onboarding and fee payment to be done two weeks before start date.
- **Program Fees:** $12,000

After you graduate

- **Certificate & readiness pack:** Verified checklist, scorecard, and MP highlights.
- **Check ins:** Annual touchpoint with the option to move to quarterly as your target exit nears.
- **Community:** Complimentary access to the Persient CEO/Owner community and an annual CEO/Owner event.
- **Optional buyer visibility:** Alumni companies may be profiled (no names; by size and industry) to gauge buyer interest.