

CHUKKA's Program Packaging & Pricing

FALL/WINTER 2026

Your Talent x Your Money = [Your Play]^(your way)



The How, What & Why?



Go BACK to BASICS

Re-Discover Cash Flow Valuations

Chukka cuts through the leverage layers to teach valuation and deal structures on the GROUND level, operating cash flow.

Understand how the clients, staff and market feed into the cash flow and how to use T&Cs to manage risk or variability in overall valuation.

CURRENCY \$\$\$



Build EXECUTIVE CAPACITY

Train on Your Game!

With data noise rising, Chukka trains your TEAM to:

1. Source the New Idea & Draft a Play
2. Bring the Right Team & Test the Assumptions (Experts, not Ego)
3. Get on the Field

Whether a play or pass, the reps build the collaborative curiosity, engagement, execution and accountability (or “leadership”) across the TOP TEAM!



ENTREPRENEUR Bull Market?

Can you see it?

AI creation or monetization is limited by what has already been conceived. At Chukka, we guide you through your own unique business evolution, even if you’re in the OG model of EXPERTISE or SERVICE.

A PERSONAL or PROFESSIONAL market BRAND takes 3 to 5 years to build (RELATIONSHIPS can’t be supersonic). Chukka guides you to build your business/brand for the long and short term cash flow required, capture lessons along the way, and maybe find some friends to play with...

CHUKKA SOCIAL CAPITAL
An Entrepreneurs Exchange, coming soon



CHUKKA PROGRAM OVERVIEW

GROW your own Executive Capacity to test, execute and learn from new \$\$\$ plays (and not just trade in the fantasy league)

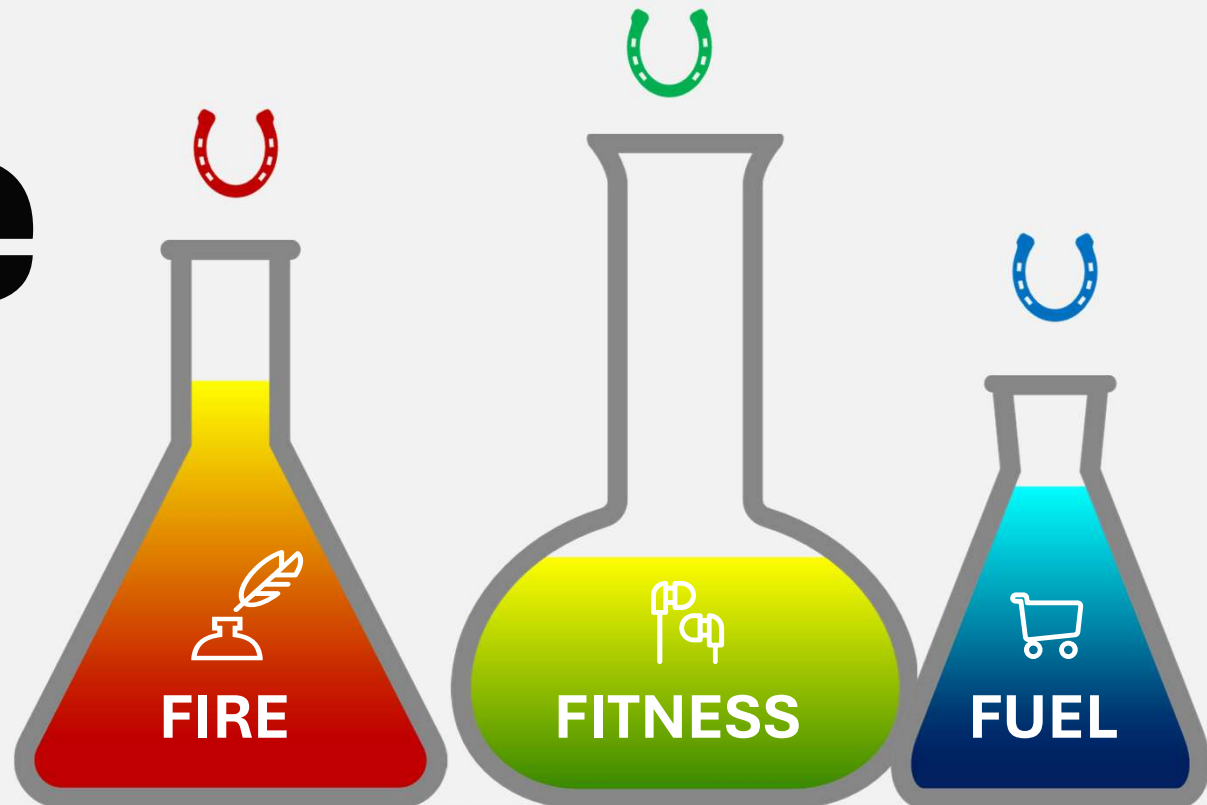
IDEA or OPPORTUNITY STAGE:	ORIGINATION	ENGAGEMENT & EVALUATION	OFFER & DILIGENCE	NEGOTIATIONS & EXECUTION	PLAN EXECUTION & GROW ROIC
JOB	Ideate new problems to solve or new buyers to serve	Evolve ideas in the Market and discover accelerating Collaborators	Structure an Offer + Design a team plan to test Assumptions	Finalize the DEAL into EXECUTABLE form using words + numbers	Optimize the growth opportunity + capture lessons
Chukka Offering	Be a CC Player	Build a Playbook	Train your TEAM for GAME PLAY!		Track Winnings!
AUDIENCE/ BUYER	∞ Experienced and/or Rookie Players welcome	Leader + CC Player	Top Team: Leader + CC Player <u>and</u> your selected 2 experts (i.e. clients, talent)		
Project LEAD		Your CC Player	Your CC Player		Your CC Player
AGENDA	3-day bootcamp + Coaching + materials to building your own valuation and market monitoring system	6-week project (est): Coaching, workshops + experts to build out 2-3 new actionable growth strategies OPTION: On The Ground or On Tour	3-Day DEAL simulation As a team, train your human and technical diligence skills interactively and competitively, while pitching for a fake firm with real issues ☺		COMING: 2- DAY Launch Bootcamp “Integration” is outdated. Chukka’s approach aims to engage the hearts and minds of both sides of the table to select the activities that optimize overall chance of a group win (not make HR’s job easier)!
DELIVERABLEs [Tools + Technique delivered by your Talent]	Skills to perform: - Cash flow business valuation - Market monitoring - Competitive analysis	Execution ‘Roadmap’ with 2-3 growth options, each including: - Rationale + Priority - Prelim Target List - Estimated Capital (\$\$)	Deal Guide: - Structure - LOI + Term Sheet - Diligence by Area - Executive incentives Deal Model Diligence Databook	Deal Guide/ T&C: - Earn-out - Working capital - Other key value terms Investment Pitch Deck Diligence Report	
BONUS FEATURES	Opportunities to: - Add to your expert network - Utilize analysis to ID emerging micro-markets	Opportunities to: - Add to your expert network - Build an Engaged Pipeline of potential collaborators	Opportunities to Train with other teams on Curated challenges ☺ with Prizes, Food + Fun		
INVESTMENT	\$3,500 per person	\$6,500 per project	\$20,000 (or \$5,000 per person x 4)		

∞ Dawn recommends sending analysts and associates (<6/7 years out of school) particularly in exploring new data and AI tools. Younger talent have already embraced the technology and pace so are able to spot advanced solutions. A Wolf Intern ID'd Parchment, the only company who could manage electronic college transcripts or true digitized education data over 15 years ago for me in a half day. When a NASDAQ CEO and myself flew out to meet with them, the first thing Parchment's CEO asked was “how did you find us?”. Trust Chukka on this trick!



3 Fe

CHUKKA features
corporate athlete
teachings & tricks to
bring energy to your
team EVERY DAY!



THEMES + BEHAVIORS

MIND + MOTIVATION

Empower yourself

- Power of Breath
- Power of Pen *literally*
- Sleep apparently

STRENGTH + ENDURANCE

Tool, not a distraction

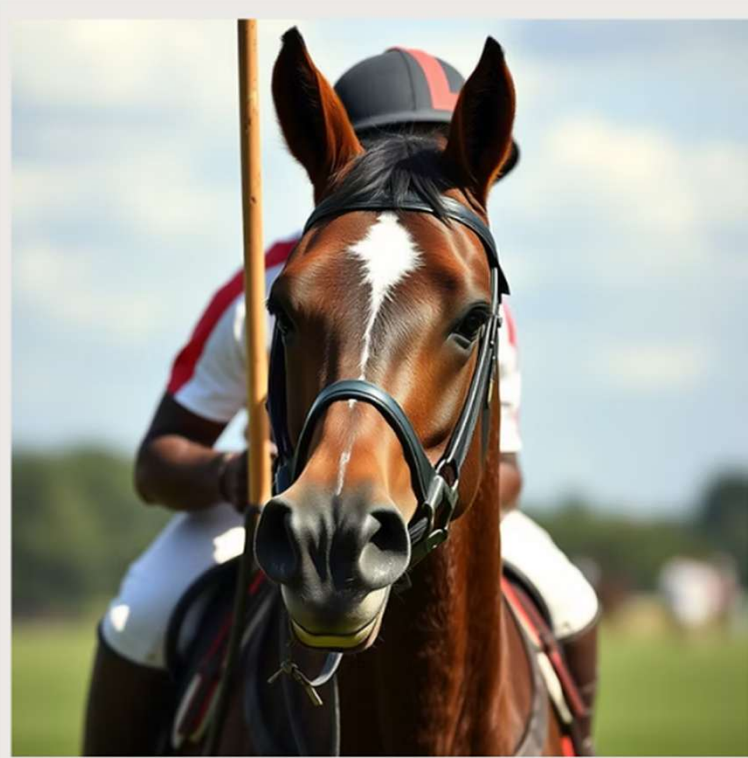
- Walking meetings
- Microdose sessions
- On-the-road

NUTRITION

Strategic Fueling

- Match to energy flow
- Mix to purpose
- Snacks!!!

Be a Chukka Player: Basic Training Program



Your PLAYER

Both experienced players and rookie riders welcome! Analyze a select Business, Service Line, Portfolio company or Geography.

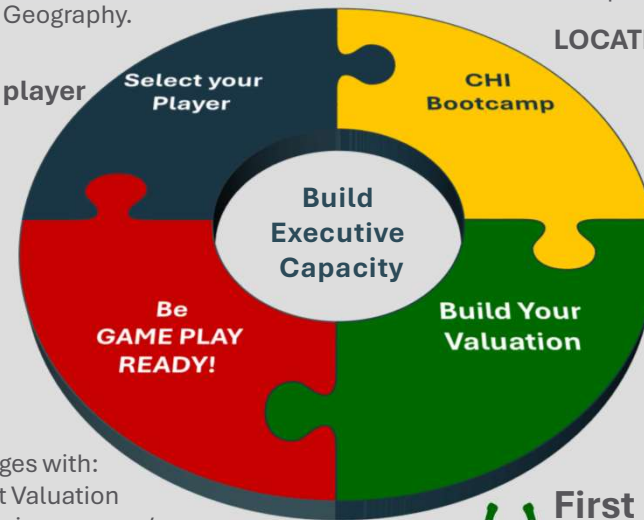
PRICE: \$3,500 per player



Basics Bootcamp

Rediscover and practice the basics with peers over 3-days with people! Game Play included.

LOCATION: Chicago, IL



Your ROI

Your Player emerges with:

- Business/ Unit Valuation
- Market monitoring process/ Competitive M&A
- SKILLS in analyzing and negotiating the T&Cs that MATTER!

TARGETED MINIMUM VALUE

DELIVERED: \$10,000 per player



First Project

Chukka will coach you through the scope, set-up and execution of your own business valuation report and monitoring system

DELIVERY: 6-coaching sessions (plus materials)

BASIC BOOTCAMP AGENDA

CUSTOM-DESIGNED Bootcamps are available for your business to establish a portfolio company and/or business unit
EXPERTS to team across for additional support under a common program

LOGISTICS

PLAYERS:

Solo or TEAMS welcome

PRICE: \$3,500 per person

3-Days 9 AM to 4 PM
Plus: Evening Social

Materials, Food & Drink
Included

ONLY BYOX:
Bring Your Own EXCEL – Laptop

PREP:

Chukka will schedule an introductory call ahead of the camp to answer any questions and tailor the content delivered to optimize the 3 days.

BUILD GROWTH [G-MODEL]

- DCF Modeling + Inputs
- Revenue Contract Models
- Working Capital + Trends
- Systems + IP Investments

PRACTICE PLAY

Game of CHANCE
Practice impact of external and internal unplanned events through cashflow

PIZZA & WINE WELCOME

EVENING

T&Cs: USE YOUR WORDS

- Delivery models + comparison
- Cash flow + risk assessment
- IP Capitalization

PRACTICE PLAY

Team TRADES
Practice talent trades and valuations with roles and talent drive the incentive modeling.

MARKET IDEAS DINNER

EVENING
Team selected topics to explore market trends & ideas

MONETIZATION PLAYS

Practice Deal Structures:

- Client transfers
- Talent transfers
- Minority investments

PRACTICE PLAY

ALPHA Cup
Practice pitching + Answering Investor QUESTIONS

CELEBRATION

EVENING
Awards + Prizes

TOOLKIT

REFERENCE MATERIALS

DCF Valuation
 T&C for Services
 Monetization Models

TOOLS

EXCEL DCF model + analysis
 T&C WORD Templates
**Additional tools and goodies provided in class*

VALUATION PROCESS

With your coaching, CHUKKA will guide you in further customizing your quantitative and qualitative data gathering for your value drivers

SET-UP

DAY 1

DAY 2

DAY 3

ROI

NOTE: Each camp will be capped at 14 participants, with a 4:1 instructor ratio.



Build Your PLAYBOOK

Chukka guides your PLAYER to build ACTIONABLE STRATEGIES... Focused, Deployable and Impactful

DESIGN 2 to 3 NEW GROWTH STRATEGIES or \$ INFLOWS



- New Markets + Needs
- New Clients: Buyers + Users
- Go-to-Market Channel



- Staff mix: Expertise + Capacity
- Delivery mix: labor + systems
- New Expertise



- NEW Packaging & Pricing
- Build vs. Buy / timing

01

Project Kick-Off & Coordination: Week 1

DNA workshop & coordinate data gathering activities.
*Includes session on different client + labor models

02

Fieldwork: Weeks 2 to 4

Internal & External expert interviews alongside building key data analytics for the existing business

03

Synthesize with Leadership Team: *as planned*

Regular check-in with leadership to solidify early findings, calibrate on relationships/business nuance, and test emerging ideas.

04

Model 2 or 3 Inorganic Growth Theses: Weeks 3 to 5

Develop investment theses for 2 – 3 inorganic growth options for the business including strategic rationale, potential targets and estimated capital required.

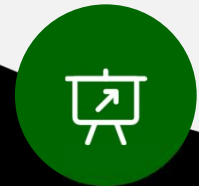
05

Presentation to Leadership: Week 6

Presentation of Firm's DNA, Valuation Model (with KPIs), and investment ideas to Leadership and other stakeholders.



Your CC Player will LEAD gathering, analyzing and presenting the data to stakeholders throughout the process



EVENT-DRIVEN discovery projects/tours around market conferences (e.g. HIMSS, HR Tech) available



CHUKKA CAPITAL

BUSINESS DNA FRAMEWORK



Chukka takes a "rubiks" or DNA CUBE approach to analyze each category and understand how each side influences the others so that disruption (whether planned or unplanned) can be identified and addressed early and efficiently

For each category, your business DNA will be codified and quantified into the KPIs and analytics in YOUR Valuation Model and interim reviews and/or competitive analysis

Look for Upcoming Post on
Top Team Trends & Tricks

Train Your TEAM for GAME PLAY!

Practice your DEAL team roles and coordination in buying and selling YOUR TEAM's play

SELECT YOUR TOP TEAM

Select your top team for an upcoming opportunity [sample roster]:

- CHUKKA PLAYER (*your project lead*)
- LEADER of the business or idea/opportunity
- SALES or Voice of Client (*Rainmaker, Sales Lead*)
- EXPERT or UTILITY players such as operations or talent lead

JUMP INTO A GAME *simulation*

Offsite*: Location: Chicago, IL
Upcoming winter: W Palm Beach, FL

Team Fee: \$20,000 (or \$5,000 per Player)
Fees includes Materials and Food (noted on agenda)

* Consistent with basic bootcamp, agenda will build in corporate athlete best practices including fitness + nutrition

INCREASE EXECUTIVE CAPACITY x 4

Your Top TEAM gets on the field training and coaching to:

1. Coordinate your game plan on the opportunity with the right roles and jobs
2. Dig into diligence data across the business prioritizing key issues and considerations
3. Outline and negotiate key terms to minimize risk and/or uncover new risks
4. Engage with the target as a team both in and outside the meeting room
5. Pitch your firm, your team and OPPORTUNITY



DEAL BOOTCAMP AGENDA

Utilizing a \$10M consulting firm as the target, each pod will be provided with diligence guides and databook to assist in the key analysis and questioning.

Real Entrepreneurs will play TARGET leadership during the 3 days!

BUSINESS DNA

VALUATION (DCF) MODELING + DNA SCORECARD

Includes working capital session

WORKSHOP #1

DEAL PROCESS OVERVIEW

Deal PROCESS
Prep & ROLES
Selecting EXPERTS

WORKSHOP #2

DEAL STRUCTURING

Structure VALUATION
Structure TRANSACTION
Structure to DERISK both

DEAL KICK-OFF

- TARGET PRESENTATION
 - DATA ROOM Open
- Prep Questions for Meetings*

WORKSHOP

- LOI & TERM SHEETS
- DILIGENCE Prep

TEAM WORKING SESSION

MANAGEMENT DINNER

EVENING
'Diligence while Dining'

DILIGENCE MEETINGS

- DILIGENCE by TOPIC
- OPEN FORMAT

TEAM WORKING SESSION

PREP offer/pitch to present
FINAL DAY

CHUKKA CUP

EVENING
Soft Skill Culture Competition
'Pitch your Jersey'

PITCH

- PITCH and face
QUESTIONS from SELLERS
- LEARN from OTHERS

WORKSHOP

- TRANSACTION DOCUMENTS
- KEY TERMS
- MAP your RANGE

ALPHA CUP

EVENING
Deal Competition
'Flip the Deal'

DEAL READINESS

TEAM DEAL EXPERIENCE

COORDINATE as a TEAM
Hard & Soft M&A Skills
The RIGHT QUESTIONS to ASK

M&A TOOLKIT

DILIGENCE GUIDE
DILIGENCE Databook (excel)

CHUKKA DEAL GUIDE

DEAL STRUCTURING
DEFINING KEY VALUATION T&Cs

PRE-WORK

DAY 1

DAY 2

DAY 3

POST-DBC

Train your stand-up deal team of 4 members of a planned project: LEADER, CC PLAYER, plus 2 experts (sales lead, operations, talent).
Each camp will be capped at 5 firms with names shared ahead of scheduling (for conflicts).
WORKSHOPS 1 + 2 are held privately with each firm to develop the solution that works for their organization and capital structure.



Chukka's Program ROI Targets

Chukka is confident in your PLAYER delivering an expert level report, playbook or properly trained team armed with tools and ready to EXECUTE Leadership's next move. Below are estimates of approximate savings on comparable deliverables to discover, plan and execute a growth strategy*

Chukka Offering	Be a Chukka Player	Build a Playbook	Train your Team	BUILD a M&A Team Σ ALL 3
Fee or Investment	\$3,500 per Player	\$6,500 per Project	\$20,000 per team [\$5,000 per Player]	\$30,000
Impacted Player #	1	2-3	4	>4
Comparable Market Deliverables & Estimated Fees	+ Valuation Report + Competitive Intelligence + Monitoring Process	+ Strategy Project + Market Mapping + Sourcing Targets	Financial Diligence Commercial Diligence Operations Diligence HR Diligence 'Integration' Plan + PMO	<i>Your TEAM will be ready with a strategy, engaged potential partners and the ability to diligence and execute a PLAY! It only takes 2 or 3 games to master the field.</i>
TARGET VALUE DELIVERED via your Player	> \$25,000 per Business or Leader	> \$80,000 per Business or Leader	> \$120,000 Per DEAL or Leader	

* Market fees were gathered ad hoc while advising US and UK mid-market firms over the last two years. The shift of Chukka from a 'traditional M&A advisory services' to a leadership development tool/program stems out of the engagement with corporate and PE buyers in both US and EU. Focus and precision in selecting the play through all the noise will be required to assert the true valuation or deal to execute. The price and volume growth is no longer guaranteed.

UPCOMING CHUKKA BOOTCAMP

2026 FALL CALENDAR

August

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

★ BASIC BOOTCAMP
9 AM to 4 PM + Evening 5:30 -7ish.

September

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

★ DEAL SIMULATION/ OFFSITE - CHI



If interested in registering or
learning more about the
CHUKKA solutions

Contact Dawn
dawn@chukkacapital.com

We value relationships.... literally!



FAQs



What background is needed to attend basic bootcamp?



Basic. The most inexperienced intern to complete the training was one year into university with zero prior work experience (accomplished athlete). He understood all the concepts and was able to build a labor model to calculate the social taxes and benefit load for >500 acquired staff across 26 countries! Most attendees came out of finance roles with 2-3 years experience.

What is a “Chukka” Player? Just a TIP 😊



A Chukka Player doesn't make the final call or fund the capital so that they can provide the challenge to the idea with less at stake. Gordon, my favorite leader, used to call it the Turd In a Punchbowl or TIP. He'd let his top team make their case for the opportunity and then he'd call out there was a Turd in the Punchbowl, floating around that no one was addressing, and say “Dawn, tell them what you told me”. TIPs are great leadership tools!

Does this produce a full-service M&A capability?



Expertise comes with practice. The Chukka GUIDE or COACHING approach provides that additional expertise you need on future deals until you build your own. If other expertise is needed, CHUKKA guides will help you source/scope the right service. \$Billion firms utilize their M&A team or corporate development function as a leadership training program offering a 2-3 year rotation to master the analysis and techniques before advancing the staff into CFO or CEO roles in different groups. The scale of your Chukka Player is up to Leadership's Ambition.



CHUKKA CAPITAL

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