
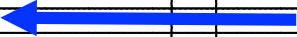


Work Backwards

| | Intermediate End Result #1 | | Intermediate End Result #2 | | Ultimate End Result |
|-------------------|--|--|---|--|--|
| | 2011 | | 2013 | | 2015 |
| |  | |  | | |
| Parameters | | | | | |
| | | | | | |
| HEALTH | Biking 2-3x per month, 15-20 miles per ride Complete 2-3 50+ rides; one 75+, one 100+ | | Biking 4x per month; 20+ miles per ride Complete 4-5 100+ mile trips | | Complete Adventure Cycling Offroad Trip (250+ miles fully contained biking/ camping) |
| | | | | | |
| CAREER | Land Plan A job in mid-late 2010 | | Excelling in Plan A role; stock/ equity investment growing | | Plan A job has accrued enough financial cushion to allow me to shift focus to Plan B |
| | Working 2-3 consulting projects per year with consulting agency (ex: M Squared) | | Plan B (consulting business) client base up to 5-6 projects per year (15-20% of my time) | | |
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