



INTERNAL PLAN

STAGE 1

MINIMIZE

All upfront third-party costs covered by clients.

Cut as many expenses as possible.

People are not expenses, we are investments.

STAGE 2

CASHFLOW

FLIP-FLOP

HIGH-RISK CLIENTS

When budgets are cut, we extend an interest-free payment plan.

We lose cashflow for a few months, but not annual revenue.

LOW-RISK CLIENTS

We then reach out to low-risk clients to see if they're in a position to pay early at a discounted rate.

This flip-flops our cashflow and puts us in a place that makes it easier to get through these challenging times.

STAGE 3

SHARED

PAIN

We cut payroll by x% across the board.

We start conservatively and revisit weekly as a team.

STAGE 4

GOVERNMENT

ASSISTANCE

Our board is carefully monitoring what's available and we'll act on options to secure the team.

This stage may happen before any other stages, if the opportunity arises.