



# Quick Guide to Chapter Startups

Our established XPX chapters are all locally-controlled and managed 501(c)6 nonprofit business associations that use a shared platform and association management services provided by XPX Global. During the startup process, XPX Global incubates new chapters and helps you access all the lessons learned and resources developed from our 15+ successful startups to date. This quick guide is an overview of how we work together using the 1-5-15-50 formula.

## 1-Catalyst

Key Activities	
Catalyst	XPX Global
<ul style="list-style-type: none"><li>• Sign proposal letter</li><li>• Create an XPX web profile</li><li>• Recruit 4 more people to create profiles and join the Launch Committee</li></ul>	<ul style="list-style-type: none"><li>• Give you access to our extensive on-line Leadership Collaborative resources</li><li>• Provide XPX One Sheet, this Quick Guide and <a href="#">Start a Chapter</a> webpage.</li><li>• Provide on-going personal coaching</li><li>• Host two monthly info sessions: Startup Success and Make the Most of XPX</li></ul>

**Tips:** Ideal team members are local trusted advisors with strong reputations and networks. The key is that they see the value of strengthening the local ecosystem of advisors to privately-held businesses. The ecosystem already exists; we just make it stronger by gathering a diverse group of experienced advisors who all play different roles supporting owners and managers of lower middle-market businesses. Supplement your conversations with them by inviting prospective founders to our monthly member and startup sessions.

**Milestone:** Once you reach 5 profiles, XPX Global will create a custom one sheet and landing page for your team



## 5-Founders

Key Activities	
Founders	XPX Global
<ul style="list-style-type: none"><li>• Each founder recruits 2 more advisors to create profiles and join the Launch Committee</li><li>• Start a contact list to capture info about advisors who may not want to be part of the Launch Committee but could be interested in the chapter once underway</li></ul>	<ul style="list-style-type: none"><li>• Promote your team through our newsletters, LinkedIn and social media</li><li>• Continue personal coaching of the startup leaders</li><li>• Host two monthly info sessions: Startup Success and Make the Most of XPX</li></ul>

**Tips:** The more people you get to join the committee, the easier it gets. Use the list of XPX professions (see the one sheet or our Advisor Directory) as a “shopping list” to create a well-rounded group of advisors who will reflect the richness and potential of the XPX network.

**Milestone:** Once you reach 15 profiles on the website, XPX Global will work with the team to finalize your launch plan.



## 15-Launch Committee

Key Activities	
Founders	XPX Global
<ul style="list-style-type: none"><li>• Create subcommittees for membership, sponsorship, events and finance</li><li>• Finalize your contact list for the chapter launch announcements</li><li>• Raise startup capital (often from Launch Committee as initial chapter sponsors)</li></ul>	<ul style="list-style-type: none"><li>• Provide Launch Checklist</li><li>• Provide committee volunteer list from founder applications</li><li>• Coach committee and subcommittees to share tips, tricks and best practices</li><li>• Provide checklists of key committee tasks such as member/sponsor grid, event calendars and event planning sheets</li><li>• Create and track invoice for startup capital</li></ul>

**Tips:** Set a goal for a launch date and put all your energy into planning an event where you present your vision for the organization, your initial programming calendar and a compelling case for attendees to become involved in your organization.

**Milestone:** Once you have raised your startup capital and completed your checklists, XPX Global will create a full website for your chapter as well as branded emails.



## 50-Independence

Key Activities	
Founders	XPX Global
<ul style="list-style-type: none"><li>• Continue with regular meetings</li><li>• Your Launch Committee will now begin to coalesce into a formal Board of Directors</li><li>• Continue to recruit new members and sponsors</li></ul>	<p>Continue to support your chapter with:</p> <ul style="list-style-type: none"><li>• Admin Services: implement your membership, sponsorship and event plans</li><li>• Comms Services: raise the visibility of the chapter and its members via our website, videos, social media</li><li>• Leadership Collaborative: provide access to other leaders and our extensive library of leadership resources</li></ul>

**Tips:** Your chapter will begin to take on a life of its own. Encourage committee chairs to break down their work into manageable bites so they can recruit the maximum number of volunteers. Share collaboration success stories that emerge as the ecosystem matures.

**Milestone:** Once you have a total of 50 members and sponsors, you will form a local entity and sign a management agreement with XPX Global. You're on your own to create an XPX chapter that reflects and supports your lower middle market—including the advisors, owners and your community.

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