

# Target Allocation Percentages [TAPS]

	Start Up	You with a Crew	Business Person	The Scaler	The CEO	The Investor
Characteristics	<p>You're still working from the basement. Developing your product or service, and getting your first handful of clients.</p> <p>You're doing pretty much everything. Sales, Marketing, Delivery, your even the Tech Dude!</p>	<p>You've likely tested your product or service, and now have other hands on deck helping you sell and deliver.</p> <p>Time to identify each of the strengths in your team, and play to them!</p> <p>You're probably still the Tech Dude.</p>	<p>This is where you've got a few people delivering, a few selling, and you're not wearing all the hats.</p> <p>People are your biggest challenge and opportunity right now.</p> <p>Get the right people on the bus, in the right seat, and you'll be a 'Scaler' in no time.</p>	<p>You're in the market, built some brand recognition and now instead of sales &amp; marketing, your focus is on delivering your service in the most efficient manner.</p> <p>Competition is out there, and they've got their eyes on you. So you need to be very conscious of delivering value for a good price.</p>	<p>You'll have a Board by this stage. And you'll be CEO, or a key executive. Still involved in a overseeing position that plays to your greatest strength.</p> <p>Instead of being on the front line or coal face, you're in the helicopter, above the business, providing strategic insight.</p>	<p>You're looking to sell, or you've built the business up to provide substantial financial reward to you, without having to lift a finger.</p> <p>You're playing golf with your other 'Investor' mates, wondering which is the next property development.</p>

<b>Real Revenue Range</b>	\$0 - \$250k	\$250k - \$500k	\$500k - \$1M	\$1M - \$5M	\$5M - \$10M	\$10M - \$50M
<b>Real Revenue</b>	100%	100%	100%	100%	100%	100%
<b>Profit</b>	5%	10%	15%	10%	15%	20%
<b>Owners Pay</b>	50%	35%	20%	10%	5%	0%
<b>Tax</b>	15%	15%	15%	15%	15%	15%
<b>Operating Expenses</b>	30%	40%	50%	65%	65%	65%