



# VIVID VISION 2021



## Snapshot

The following is our 2021 Vivid Vision, an exciting glance into our future. It is a detailed overview of what our business will look like, feel like, and act like three years out—**by January 1st, 2021.**

We are gearing up for the best years of our company's history. By sharing our vision for how we see the company evolving over the next 3 years, we trust that you will help us get there. When all members are rowing in the same direction, with a common goal in mind, anything is possible.

In the following pages, we paint the big picture—the **WHAT** (our goal) and the **WHY** (our purpose). As for the **HOW** (our strategy)—that's where each and every one of us, the vital pieces to our organization, comes in.

**Do you see yourself being part of a team that settles for nothing less than greatness? Are you prepared to step up your game? Are you ready to grab the person next to you, fight through the challenges, and celebrate the victories together?**

Before you make that determination, please read this thoroughly. The first time you read it, simply let the information sink in. The second time, highlight a sentence or two that stand out to you. (Tip: if there's something you read that you don't believe is possible, highlight it. I would like to hear from you what you think would need to happen for it to BE POSSIBLE. Of course, that's also your first area to focus on.) The third time, imagine yourself performing at your very best and think about an action item you can start on immediately that will help bring this into reality.

As the words on these pages become images in your mind, really put yourself in the picture. Look through the eyes of your future self—What do you see? How do you feel?

To all of you reading this: Thank You! Thank you for allowing us to dream and play this big.

Ready? Let's jump in...

**It's January 1st, 2021.**

**We live in a world  
where it is universally recognized  
that the best investment one can make  
is in themselves.**

VISION STATEMENT

# Core Values



## Out With The Old, In With The Bold

The doors are opened to those who are bold enough to knock. Our courage creates opportunity and success—for ourselves and our customers.



## Radically Responsible

By looking inward and owning responsibility for all areas of our lives, we act from a place of power, embrace opportunities, and create the world we wish to see.



## Hungry People Eat

Hunger is a natural byproduct of believing we can do more. We build each other's confidence and celebrate success. Each success makes us hungrier for the next one.



## No Relationship Sans Partnership

Success stems from a sturdy foundation of win-win relationships for everyone involved—our company, customers, vendors, and each other.



# Why We Do What We Do

Everything we do is with purpose and on purpose. Our choices and actions stem from our core, our why, which provides us true clarity more than anything else. When we encounter obstacles, our approach is to take a deep breath, remind ourselves why our goal is important to us, and resume onward.

**“He who has a WHY can endure any HOW.” - Viktor Frankl**

So, let's think about our WHY.



To get to where we are today, each of us has our own story. Often, a story of hardship and pain but also one where we've overcome major obstacles. The best way to make sense of it all is to use our skill set, our experiences, and our unique gifts to positively impact others.

**We believe that the greatest tragedy of all is an opportunity not maximized and a talent not shared.**

No one is born to be average. While many, unfortunately, live their entire life with their song never sung, their message never spoken, and their potential never reached, we are doing all of that and more. We encourage each other to bring out

the best in ourselves and in that way, inspire many more to do the same.

Finally, we know that where you start the race is not as important as what you bring to the game. When we reach one finish line, when we accomplish one goal, we celebrate it and power on to the next one. The simple knowledge that we are capable of doing more pushes us to do more. It is not our accomplishments that satisfy us; rather it's our potential that fuels us onward.

We bet on ourselves, and each other, every single day.

**If we do not, who will?**

# Team

Every individual involved in our company—partners, team members, and clients—plays a critical role and is in alignment with our core values and vision. Each member of the team feels involved, engaged, and is proud of their company and their work. We hire slowly and are very deliberate about who we bring on to our team. **No one is indispensable.**

Our core departments—Finance, Sales/Marketing, Operations, Commercial Services, Financial Services, and Technology—operate openly and collaboratively to ensure our overall success as a company. We've added a new key player, our Tech Trend Forecaster, who helps our business and customers stay ahead of the curve with cutting-edge technology.

The mindset of ownership is pervasive—from the most senior employees to those who just came on board, **we all treat the company like our own.** Many of us have ownership stakes in the company and many more are working towards that.



# Culture

## <<< Goal To G.O.A.T. - Becoming The Greatest Of All Time >>>

Our purpose propels us to serve our clients with the opportunity to maximize their full potential, fulfill their dreams, and live a life of abundance and wealth. But make no mistake. We do not serve others at the expense of ourselves. We know that we are our #1 most important investment. We take care of ourselves—our minds, our bodies, and our spirits.

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**The environment at JEG is one of competitive collaboration.**

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We are constantly challenging each other and ourselves to be better, while celebrating each other's successes. We have a lot of fun and operate like a family. The goals we set in business and life become competitive games to see who emerges victorious.

Are you bold enough to give a public speech in a language you just learned?

How about spending a weekend learning to code or building your excel skills?

We all know that if our minds are focused and our bodies are healthy, we deliver better work. Add in an element of fun and competition and the results become explosive.

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**Everyone at JEG is hungry for growth & personal & professional development.**

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*"That's not my job,"* is NOT part of our vocabulary. When we see something that can be improved, we step up, and create the change we wish to see. Our collective GPS is always on. We know exactly where we are and where we are going. We measure with acute precision, we're overly transparent, and we make it extremely easy for everyone to understand exactly how our companies earn money and the role we each play on the team.



# What We Do

**Our job is to create and offer major value that makes other people's lives easier.**

And that's exactly what we've done by transitioning to a 100% service-based company. We are the first-ever full-service provider helping clients and partners to develop their businesses and fuel profitability with major U.S. e-tailers and retailers. We eliminate legal and logistical headaches, costs, and time consumption so they can sell more of their product, faster.

**We are the first to enter into the new age of distribution.** What marketplace did to the internet by eliminating unnecessary risk, streamlining operations, focusing effort, and reducing the price to the customer, we've done to distribution. Eliminating the need for inventory and the risks associated with it allows us to focus fully on creating a rock solid product and ensuring our product is second to none.

## ▶▶ Logistics Services

We optimize systems for receiving, storing, packing, and shipping inventory to keep in line with the ever-increasing demands for quicker and more efficient shipping. Our reverse logistics is best-in-class, as we know our job is to plug the

akiest buckets for our customers. We pride ourselves on our flexibility, willingness & creativity. We build our system around our customer's needs.

## ▶▶ Financial Services

To accelerate growth, we provide an infusion of capital against our customer's inventory. Maintaining an understanding of the market, the specific products, and the best ways to sell it enable us to provide greater loan to value ratio than others.

## ▶▶ Commercial Services

Our clients tell us who they want to work with and we take care of the rest. We manage their accounts and use our relationships, technology, reporting, and experience to propel growth.

## ▶▶ Accounting Services

We eliminate costs by reconciling all incoming payments and informing our clients of any outstanding balances. With us, our customers know where they stand at all times.



# Our Headquarters

We've created the optimal environment for productivity, growth, and fun. When you step inside our headquarters in Miami, Florida, you enter a spacious room with high ceilings. An abundance of sunlight shines through our large windows, brightening the room and energy. Plants hang in the corners and on the shelves of our library, next to books that are borrowed regularly, and shared amongst each other.

When you look around our space, you see our core value 'Hungry People Eat' in action. Our open floor design invites productive and fun collaboration. We also have private rooms for increased focus and solo work. Our on-site Daycare Center eliminates the stress of having to worry about our little ones. We also have a cafeteria stocked with healthy snacks so team members can take intentional breaks and refuel throughout the day.

We have a dedicated wing to head our giving back and community involvement efforts, which is deeply tied to the everyday inner workings of our company. The value and opportunities we create within the walls of our company and relationships with our clients extend into the work we do in the local communities.

## Sales & Marketing

**"Be the best, it's the only market that's not crowded." - Tom Peters**

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**We've arrived to where we are today by nurturing relationships and being the best at what we do.**

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Our AI customer service tool paired with human interaction gives us valuable insight into our customers' needs, wants, and goals, allowing us to serve better than the competition. As a result, clients happily recommend us to others and have made word of mouth referrals our strongest sales outlet. Our secondary sales outlet is a targeted list of prospects, for which we have clear KPIs, tracking, and

automated processes to ensure no lead gets left behind.

We've developed a strong Sales Playbook with detailed instructions for every step of the buyer journey—from interacting with cold leads to follow ups and rebuttals. We host a booth at a minimum of 2 industry specific shows per year where top talent and clients seek us out. We are known for taking a creative approach with our presentations and have a reputation for being 'appropriately outrageous' in our marketing.

# Talk Around Town

"Be so good that they can't ignore you." - Steve Martin

The greatest recognition we can receive, and the greatest metric of our success, is the reputation we have earned through our relationships and work with our clients and team. The media is buzzing with positive press about our exceptional employee development, company culture, growth, and why companies choose to partner with us.

The company culture we've cultivated has led us to be featured as one of 'The Top Places To Work As

Voted By Employees' in Forbes. Everyone is happy, healthy, and fulfilled by having realized their passion, potential, and fundamental role at the best company.

**Inc.  
5000**

**Forbes**



## Community Involvement

As part of our "fire-starter," we recognize that we are in a unique position to strongly impact others in very meaningful and positive ways.

**Our healthy financials enable us to continually invest in ourselves, our company, and our communities.** Getting involved in charitable causes in our community empowers us to grow and succeed further. We allocate 20% of our yearly profits to giving back. We fund initiatives that could not happen without our help. We are passionate about causes that help us fulfill our vision. We create initiatives to push back problems and push forward solutions. The causes we support create awareness, design solutions, and catalyze change through action.



# Founder Feeling

I grew up in large, active community that instilled in me a “give” mindset, and my fundamental belief and our company’s vision statement: **the best investment we can make is in ourselves.**

When I started this company, I took a leap of faith. I believed in myself and invited others to come onboard to believe in themselves and each other.

I feel privileged to work alongside you as we continuously learn, adapt, and grow to accomplish our individual and collective goals and dreams together.

When I wake up in the morning, I’m excited to get to the office and start my day surrounded by a team that is hungry, bold, and constantly creating opportunities and contributing to our company, clients, and communities.

I focus my energy on analyzing the changes and patterns in our industry so I can constantly gain

more clarity on our vision of where we are heading, while remaining faithful to our why.

**By investing in ourselves, our company, our clients, and the important work that we do, there is no goal that is out of reach, and no vision that is too big.**

If one person investing in themselves can change a life, just imagine all that can be accomplished when a group of hungry, dedicated go-getters with heart and soul raise up and invest in a bigger goal.

That is exactly what we are building together, and I’m excited to join you on this journey.

**I’m ready. Are you?**

Always hungry,

**ELI NASH**