

BOARD DECISION MEMO / 01

CASHFLOW FIRST

Vancouver Launch. New York Earned Expansion.



BOTTOM LINE

Security Traders sets direction. Lions Gate Digital operates and sells from a lean Vancouver base. SecurityDealers.com earns revenue from a modern institutional directory, premium intelligence and disclosed sponsorships. A tiny New York office follows demonstrated, collected cashflow—not an assumed deal pipeline.

DECISION REQUESTED NOW

- Adopt the original SecurityDealers.com Digital Revival Strategy as the commercial blueprint—not the later credential-platform strategy.
- Appoint Lions Gate Digital, Inc. the Vancouver operator for web, editorial, CRM, sales operations, reporting and controlled fulfillment.
- Approve a capped 90-day launch, weekly receipts dashboard and a formal day-90 review; develop NYC relationships remotely until the expansion gate is met.

THE COMMERCIAL ENGINE: ONE DIRECTORY, THREE LAYERS

01 FREE PUBLIC	02 PREMIUM INTELLIGENCE	03 SPONSORED COMMERCIAL
Searchable profiles, jurisdiction filters, factual summaries and links to official registers.	Enhanced profiles, firm lineage, checklists, monthly reports and paid research.	Labeled premium placements, category sponsors, newsletter features and vendor inquiries.

FIRST REVENUE TEST

20 × \$5,000 FOUNDING SPONSORS / YEAR	\$100,000 potential annual contract value A sales objective—not forecast revenue or collected cash. Other original test prices include \$995/year claimed profiles and \$1,500/month category sponsorships.
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CLEAR ROLES / DISCIPLINED EXECUTION

SECURITY TRADERS	LIONS GATE DIGITAL	INVEST OFFSHORE + CT
Product direction, budget limits, approvals and the decision to enter NYC.	Vancouver production, sponsor selling, CRM, customer delivery and cash reporting.	Existing audience reach and separate, longer-cycle commodity opportunities.

CAPITAL RULE Collect first; reserve tax and fulfillment obligations; then reinvest in offers with proven margins. Do not fund payroll or rent with unclosed commodity transactions.

EXECUTION / MEASURED GROWTH

PROVE THE MODEL IN VANCOUVER

The first 90 days launch the offer, build the directory, sell paid products and deliver the first intelligence edition. The Vancouver office remains a small meeting, studio and administrative hub with remote WordPress development, part-time systems and finance support, and project-based editorial specialists.

90-DAY EXECUTION AT A GLANCE

DAYS 1–15	FOUNDATION	Landing page, disclosures, “List Your Firm,” sponsorship page, email permissions and first five articles.
DAYS 16–45	DIRECTORY MVP	Build 100–250 starter listings, source links, profile-claim workflow and sponsor outreach materials.
DAYS 46–75	MONETIZATION	Pitch compliance firms, transfer agents and other vendors; test founding profiles, sponsorships and research.
DAYS 76–90	PREMIUM EDITION	Publish founding Intelligence edition; fulfill sold benefits, collect outstanding balances and assess renewals.

MEASURE RECEIPTS—NOT VANITY METRICS

Weekly: cleared customer cash, qualified meetings, proposals, proposal-to-paid conversion and days to payment. **Monthly:** gross margin by offer, customer acquisition payback, renewals, fulfillment costs and liquidity runway.

OPTIONAL ACCELERATOR Consider Major Tom only through a capped, approval-gated pilot for CRM, compliant audience growth, analytics and internal capability transfer. Lions Gate Digital retains data and account ownership.

NEW YORK IS AN EARNED EXPANSION

ALL FIVE TESTS BEFORE A PERMANENT NYC LEASE

1. Three consecutive months of positive Vancouver operating cashflow after normal operating and delivery costs.
2. A live base of paying directory customers and sponsors with credible renewal or upsell signals.
3. At least six months of liquidity runway after NYC setup, ongoing costs and deferred delivery obligations.
4. Documented additional NYC sales value beyond remote outreach, supported by a concrete business case.
5. Vancouver fulfillment, reporting and approvals run reliably without dependence on the traveling executive.

OPERATING SAFEGUARDS

Keep official regulatory facts free and unaffected by payment; label paid placements; never imply regulatory certification. Check historic-content and data-use rights. Keep directory, advertising and research income separate from unlicensed securities transaction fees. Retain explicit publication and spending approvals.

BOARD ACTION

Authorize the Vancouver-first directory experiment, a capped build-and-sales budget, weekly cash reporting and a day-90 go / refine / stop decision. Defer NYC leasing and major media scale until the evidence gate is passed.

Source: Security Traders, Inc., Cashflow First: Vancouver Launch. New York Earned Expansion (September 2026), condensed from the attached executive strategy. Original planning prices and proposed approval gates are not established results.