



SECURITY TRADERS

SECURITY TRADERS, INC.

CASHFLOW FIRST

Vancouver Launch. New York Earned Expansion.

A hybrid executive strategy for SecurityDealers.com, Lions Gate Digital, Inc., and Security Traders

DECISION DRAFT • SEPTEMBER 2026 • PRIVATE CIRCULATION

Commercial premise: earn the NYC office through collected Vancouver cashflow.

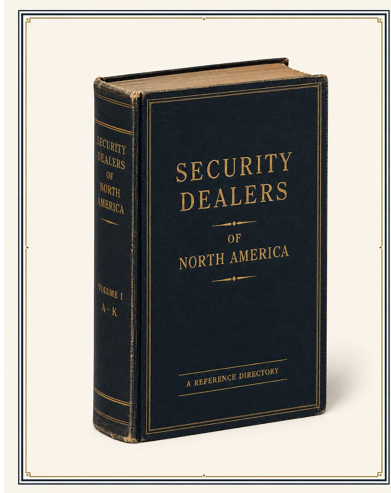
01 / EXECUTIVE DECISION

BLUF: the directory finances the expansion

STRATEGIC THESIS

Security Traders owns the direction. Lions Gate Digital operates and sells from Vancouver.

SecurityDealers.com revives the classic institutional directory as a free-reference, premium-intelligence and sponsored-commercial business. A tiny NYC office is a reward for proven cashflow—not a cost incurred in anticipation of it.

**BOARD DECISION REQUESTED**

- Adopt the SecurityDealers.com Digital Revival Strategy as the product and revenue blueprint.
- Designate Lions Gate Digital, Inc. as the lean Vancouver operator for site production, editorial, audience development, sales operations, data and financial reporting for Security Traders, Inc.
- Authorize a 90-day commercial launch focused on first paid profiles, founding sponsors, category sponsorship and research requests; track collected cash as distinct from annualized bookings.
- Authorize NYC market development remotely, with a small physical office only after the cashflow, customer and runway gates in this brief are met.

THE DIVISION OF LABOR

ENTITY	PRIMARY ROLE	MONEY DISCIPLINE
Security Traders, Inc.	Portfolio owner; commercial policy and major spending approval	Capital allocation; approval of NYC gate
Lions Gate Digital, Inc. — Vancouver	Website, studio, editorial, CRM, sales operations and KPI reporting	Small fixed base; contractors for variable output
SecurityDealers.com	North American directory, premium research, sponsored categories and historical archive	Earn annual listings/sponsorships and paid research
Invest Offshore + CommodityTrader.com	Audience channels and distinct commercial opportunities	Helpful distribution; no dependence on uncertain deal fees

THE CAPITAL RULE

Build only what supports a sellable offer and a measurable customer journey. Collect first, fulfill reliably, preserve the cash needed for future delivery, then reinvest in proven acquisition channels. Long-cycle commodity transactions remain potential upside, not the source of payroll or rent.

02 / PRODUCT STRATEGY

Restore the original directory business

The classic Security Dealers of North America reference-book concept becomes a continually useful digital desk reference for broker-dealers, clearing firms, transfer agents, custodians, compliance consultants and related capital-market providers. The product is an independent media, directory and research platform—not a regulator, rating agency or generic news site. [1]

THREE COMMERCIAL LAYERS

LAYER	WHAT VISITORS GET	CONVERSION
FREE PUBLIC DIRECTORY	Searchable firms, category and jurisdiction filters, official regulatory links, factual summaries, educational articles.	Search demand → profile claim → email permission.
PREMIUM INTELLIGENCE	Enhanced firm profiles, firm-name lineage, clearing notes, specialist reports, checklists and custom research.	Monthly plans, annual profiles and paid projects.
SPONSORED COMMERCIAL	Prominently labeled featured listings, category sponsorships, newsletter placements and vendor inquiry forms.	Annual sponsors, monthly sponsorship and compliant vendor discovery.

SOURCE-PROPOSED OFFER LADDER — VALIDATE THROUGH SALES

OFFER	ORIGINAL PLANNING PRICE	COMMERCIAL PURPOSE
Basic listing	Free	Foundational directory utility and organic discovery
“Verified Profile”*	\$995 / year	Claimed profile, logo, description and extended factual fields
Premium profile	\$2,500–\$5,000 / year	Featured presentation, interview, newsletter and inquiry tools
Category sponsor	\$1,500 / month	Clearly labeled category-page sponsor
Exclusive category sponsor	\$5,000 / month	Higher-value category exclusivity where appropriate
Intelligence subscription	\$49 / \$149 / \$499 per month	Individual / professional / institutional plans
Custom research	\$1,500–\$10,000 / project	Bespoke firm, market or historical research
Founding sponsor	\$5,000 / year	Bundled premium profile, category placement, article and features

*“Verified Profile” is the original document’s package name; use only for a claimed or editorially checked profile. It never means regulatory authorization, endorsement or investment safety. [1]

A MEASURABLE FIRST COMMERCIAL OFFER

The original plan proposes 20 founding sponsors × \$5,000 per year = \$100,000 of potential annual contract value. That is a sales objective—not forecast revenue and not cashflow unless signed, collected and supported by a funded delivery obligation.

03 / OPERATING ARCHITECTURE

Vancouver is the cashflow engine

Keep decisions, operating systems and financial administration close to Lions Gate Digital. Work from a compact Vancouver office that is also an interview room, media studio and secure coordination point—not a large fixed-cost production floor. Distributed specialists deliver the scalable work. [2]

LEAN PRODUCTION TEAM, ONE SHARED OPERATING SYSTEM

CAPABILITY	VANCOUVER / REMOTE MODEL	CONTRIBUTION TO DIRECTORY CASHFLOW
Portfolio leadership	Named owner, weekly priorities, explicit publication and expenditure approval	Protect sales focus and prevent competing portfolio work
WordPress development	Full-time remote programmer; reusable site templates and integrations	Build searchable profiles, claim flow, sponsor pages and landing pages
Systems continuity	Part-time server and systems technician	Reliable site, backups, authentication and controlled access
Finance control	Part-time bookkeeping and payroll	Weekly receipts, aged invoices, gross margin, cash runway
Editorial bench	Independent specialists engaged per subject and deliverable	Directory copy, interviews, articles and paid research
Commercial desk	Initially executive-led sales plus tightly scoped support	Sponsor outreach, proposals, renewals and CRM hygiene

OPERATING RULE: ONE BACKLOG, CONTROLLED APPROVALS

Use Slack for intake → produce → review → approve → release → measure, with separate channels for each brand. Keep contracts, credentials and sensitive financial records in controlled repositories. Require an accountable owner, a scheduled weekly commercial review and a monthly finance close. [2]

PORTFOLIO FLYWHEEL

DEMAND	CONVERSION	DELIVERY	LEARNING
Invest Offshore articles, SEO, publisher relationships and paid tests	Search directory → claim profile → sponsor / subscribe / request research	Lions Gate Digital content, web, editorial and customer support	CRM attribution → collected revenue → cohort retention → smarter offers

SEQUENCING MATTERS

Security Dealers drives the near-term directory experiment. Invest Offshore feeds discovery. CommodityTrader.com develops separately as a potentially valuable but longer-cycle vertical. The Vancouver operator shares infrastructure without blending brands, permissions or financial results.

04 / 90-DAY EXECUTION

Launch the offer before enlarging the office

The following stages preserve the original directory's 90-day launch sequence, now run through Vancouver and measured on actual sales economics. Timing starts on executive authorization; earlier January 1, 2027 staffing-readiness dates in the Vancouver brief were targets, not evidence that recruitment is complete. [1, 2]

WINDOW	SECURITY DEALERS DELIVERABLE	CASHFLOW / VALIDATION GATE
Days 1–15 Foundation	Landing page, disclaimers, “List Your Firm,” “Sponsor a Category,” email permission, first five search-intent articles.	Publish a written offer; begin qualified sponsor discovery; establish CRM and receipts baseline.
Days 16–45 Directory MVP	100–250 starter listings spanning U.S. and Canadian dealers plus relevant professional-service categories; official-source links and corrections.	Claim-profile pipeline, outreach scripts, approved sales collateral and proposal tracking.
Days 46–75 Monetization	Target compliance consultants, transfer agents, RegTech, escrow, fund administrators, securities lawyers and specialist platforms.	Sell founding sponsors and annual profiles; test sponsored category demand; collect deposits / payments under clear terms.
Days 76–90 Premium edition	Founding Security Dealers Intelligence report, premium directory, sponsor directory, checklist and infrastructure map.	Deliver first paid benefits, track engagement, collect outstanding invoices and solicit renewal signals.

SECURITYDEALERS.COM (MOCK-UP) DIRECTORY BUSINESS MODEL



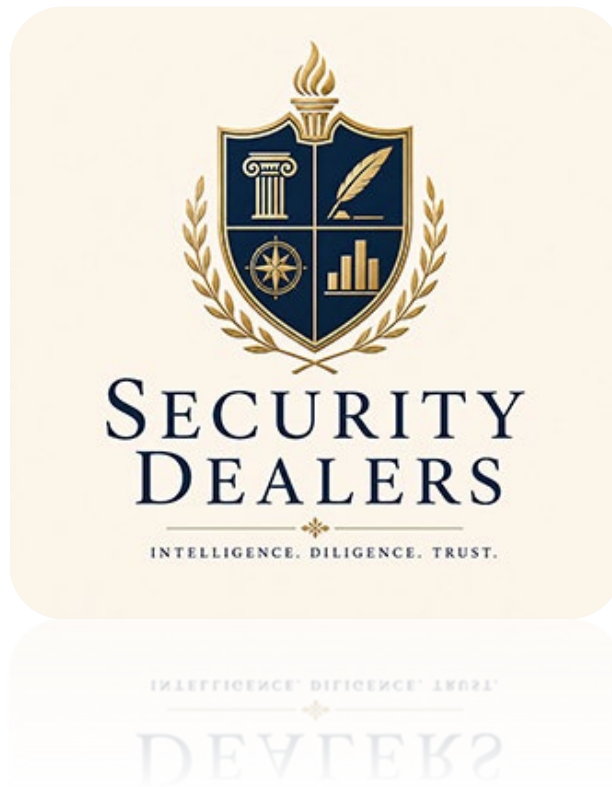
05 / SALES INTELLIGENCE

Learn from payments, not page views

A directory can look successful on traffic and still fail financially. Vancouver should keep a weekly experiment log: target segment, offer, message, channel, sales cycle, customer decision, dollars invoiced, dollars collected, fulfillment cost and renewal signal. Major Tom, if retained, must report against the same financial definitions. [3]

ONE EXECUTIVE DASHBOARD

Metric	Definition / Decision Use	Cadence
Collected cash	Payments cleared, separated into annual prepayments, monthly receipts and one-off research fees.	Weekly
Qualified pipeline	Meetings, proposals, proposal-to-paid conversion and days from first contact to payment.	Weekly
Offer economics	Delivery gross margin per profile, sponsor and research assignment; refunds and servicing cost.	Monthly
Retention	Renewal intent, contracted renewals, churn and ongoing content fulfillment.	Monthly / cohort
Acquisition economics	Sales and campaign spend per paying customer; time to recover customer acquisition cost.	Monthly
Directory utility	Relevant searches, listing claims, regulator-link clicks, source corrections and high-intent inquiries.	Weekly
Operational trust	Profile factual accuracy, properly separated sponsor content, approved prospect data and incident log.	Weekly

CASH DISCIPLINE: A WORKING FORMULA**CASHFLOW IS KING**

Opening cash + cleared customer receipts – cash operating expenses – tax and annual-fulfillment reserves = funds genuinely available to reinvest. Annual prepayments improve liquidity but create obligations; do not treat every prepaid dollar as immediately spendable profit.

A PRACTICAL EXPERIMENT LOOP

1. Offer one clear package to a named buyer segment (e.g., compliance firms seeking premium visibility).
2. Track the entire journey from compliant first touch to paid invoice—not just email opens or click-through.
3. Compare actual cash, acquisition cost and delivery hours between packages; revise pricing and positioning based on the result.
4. Expand only offers with customer demand, sustainable gross margins and a repeatable service process.

06 / CONDITIONAL EXPANSION

NYC is a milestone, not the starting budget

Start New York market development through scheduled meetings, temporary workspaces and trips coordinated from Vancouver. A permanent tiny NYC office should be approved only when it adds measurable sales productivity beyond remote outreach and can be supported without diverting cash needed for Vancouver delivery.

PROPOSED BOARD GATE — NEW HYBRID CRITERIA, NOT IN SOURCE BRIEFS

TEST	PROPOSED CONDITION FOR APPROVAL
Operating proof	At least three consecutive months of positive Vancouver operating cashflow after direct delivery costs and normal operating expenses.
Customer proof	A live base of paying directory customers and sponsors, with repeatable acquisition and tangible renewal / upsell signals.
Capital reserve	A board-approved minimum six-month liquidity runway after all NYC opening costs, ongoing costs and deferred service obligations.
NYC sales case	Documented incremental meetings or customer revenue in the New York market that remote Vancouver selling cannot efficiently capture.
Execution readiness	Vancouver product delivery, financial reporting, permissions and approval process operate reliably without reliance on the traveling executive.

GUARDRAILS THAT MAKE THE MODEL BANKABLE

- Free official regulatory-status links and factual status cannot be influenced by payment. Clearly label sponsorships. Do not imply the directory certifies or approves a securities firm.
- Present the historic reference-book concept without suggesting affiliation with Standard & Poor's, S&P Global, FINRA, SEC or McGraw Hill; review historical content, trademarks and data-source permissions.
- Keep directory, advertising and research fees distinct from any transaction-based securities compensation; refer regulated activities to appropriately qualified and authorized professionals after legal review.
- Use approved first-party contact records and defensible permission/provenance, with suppression and retention controls; confirm any agency's precise deliverables before contracting.

DECISION REQUESTED

Authorize the Vancouver-first Security Dealers revenue experiment. Approve the product offer ladder, a capped build-and-sales budget, weekly cash reporting and a 90-day review. Reserve NYC leasing, major media scale and speculative transaction-linked hires for a separate approval once the evidence gates are met.

07 / SOURCES AND INTERPRETATION

Source alignment & planning qualifications

This brief deliberately blends the three attached documents while preserving the original SecurityDealers.com directory strategy as the commercial source of truth. New thresholds and operating recommendations below are proposals for executive deliberation, not statements of existing performance.

ATTACHED SOURCE DOCUMENTS

ID	SOURCE AND SCOPE	WHAT THIS BRIEF CARRIES FORWARD
[1]	SecurityDealers_com Strategy Directory Style.pdf, 17 pp. (2026), especially pp. 5–9, 12–16.	Historic reference-book revival; free/premium/sponsored three-layer directory; proposed prices; 90-day launch; independent-platform guardrails.
[2]	Lions Gate Digital Vancouver Operating Model.pdf, 8 pp. (July 2026), especially pp. 2–6 and 8.	Compact Vancouver office/studio; full-time remote WordPress, part-time systems/bookkeeping, editorial contractors; Slack approvals; January 2027 readiness target.
[3]	Lions Gate Digital Major Tom Executive Brief.pdf, 8 pp. (26 August 2026), especially pp. 1–5 and 7–8.	Optional capped pilot; analytics and CRM; privacy/provenance controls; agency-to-internal capability transfer; list-building capability still subject to confirmation.

SOURCE AND IMPLEMENTATION NOTES

Legal, tax, privacy, data licensing, securities-regulatory, employment and cross-border issues should be reviewed by qualified advisers before operating commitments. Vendor prices, source access, historic-book rights and proposed timelines require fresh confirmation. No agency engagement, product launch, customer sale or office lease is assumed to have occurred.