

# The Strategy War Room · The Combine

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This is a scribe of the masterclass you just heard in Room 202. First paid gate. \$10,000. Your scoreboard is lit for the first time — with your real numbers. Keep this page. This is the owner's view, on the record.

## The Job of This Room

Room 202 exists to interpret the scoreboard, set the strategy, and map the 12–36 month vision. Not a forecast. A target. Set tonight. Executed by the rest of the stadium.

## The Scoreboard · Four Tiles

### Total Annual Spend

What you are paying your health plan to wear your jersey this year. The first number every owner should know cold.

### Employer / Employee Split

Who is carrying the weight. The contribution structure drives retention, recruiting, and tax efficiency — all at once.

### PEPM · Per Employee Per Month

Your real cost per roster spot. The number that lets you benchmark against any company in your league.

### Hidden Waste & Risk Exposure

Where the money is leaking. Named. Dollarized. Sourced. The verdict number that drives every other decision in this stadium.

## The Five Movements of the Masterclass

### What You're Actually Paying

Total annual spend in fifth-grader language. Premiums, plus the things hiding inside premiums. The number you carry into every board meeting from this day forward.

### Who's Carrying the Weight

Employer/employee split. Contribution strategy is the cap-space conversation. It is also the retention conversation, the recruiting conversation, and the tax conversation — all in one move.

### Your Real Cost Per Roster Spot

PEPM in plain English. Once you know your PEPM, you can compare yourself to any company in your league. Without it, every conversation is a guess.

### **Where the Money Is Leaking**

Hidden waste, named and dollarized. Pulled directly from the three documents. No assumptions. No estimates. Real numbers.

### **The Better Question**

When you ask a question, expect a redirect: “Good question — but this is the question you should be asking me.” That is not deflection. That is coaching.

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“Every dollar of waste we remove is a dollar of EBITDA your company keeps. Dollar for dollar. The math is in your favor.”

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## **The 12–36 Month Vision**

### **Season One - Stabilize the Plan**

Stop the bleed. Get the contract terms right. Install the transparency triangle. End the train wreck.

### **Season Two - Build the Cap Space**

Recover the waste. Reinvest the recovered dollars into the roster — better benefits, better people, better competitive position.

### **Season Three - Compound the Advantage**

Recurring EBITDA improvement. Enterprise value compounding. A health plan that is a competitive weapon, not a fixed cost you dread every fall.

## **The Gate - \$10,000**

The Combine engagement is the first paid gate. \$10,000. Wire on receipt. Frost fires the wire information and the receipt to your inbox. No Stripe. No meeting required unless you ask for one. The scoreboard lights the moment the wire lands.

Dynasty Stadium · SMB League · 25–250 · Room 202 · The Combine · \$10,000