Trapped Growth Expansion Build

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A new profit line, built from what you already own. Running in market and owned by your team within 12 months, without hiring a partnerships team. Your company keeps what we build. The offer, the customer and partner relationships, the operating materials and all future profit stay with your business. Your owner learns to review the evidence, make the decisions and run the commercial system.

Who it is for

Companies whose Trapped Growth Intensive produced a market test that supports further investment. You bring an executive sponsor, a named commercial owner and an implementation budget outside the Hicks fee.

We take this on only when the agreed business case shows a credible path to at least $2.4 million in gross profit from the opportunity over its first three years, ten times the base fee. The business case qualifies the opportunity; it is not a guaranteed result.

What your business receives

The scope is one agreed opportunity, one target market and up to two acquisition routes.

Months 1 through 6: design and activation. Validate the customer problem, buying conditions and opportunity. Develop the offer, pricing, delivery requirements and economics. Build the sales or partner approach and supporting materials. Lead or join the initial buyer and partner conversations named in the work plan. Run agreed commercial tests with your team and track collected revenue, direct costs, conversion and delivery performance.

Months 7 through 12: refinement and handover, with Stewardship included. Review performance monthly; complete one refinement cycle each month. Document the sales, partner, delivery and reporting processes. Train your owner to write the monthly decision and lead the review. Complete the final economics, risk and operating-priority review.

Who owns what

Hicks owns the commercial design, the activation work named in the plan, the analysis and the transfer of knowledge. Hicks leads, supported by a delivery team named before kickoff.

Your team owns ongoing execution, sales follow-up, customer fulfillment, staffing and implementation outside Hicks' scope. You provide the original assets, accurate CRM and financial records, timely approvals, and the staff and budget to execute.

Engagement terms

The 12-month term starts on the agreed kickoff date. The base fee is $240,000, paid at $40,000 per month in months 1 through 6. No base fee is due in months 7 through 12. Hicks also receives 8% of attributable collected gross profit during months 1 through 12. Profit participation ends at month 12.

Why the incentive is shared

Hicks earns the most by producing as much profit as possible inside the 12 months. Your company wants the same thing, because year one becomes the benchmark the channel is measured against for as long as it runs. After month 12, every dollar it produces is yours. There is no continuing royalty or ownership claim.

How the profit share works

Eligible profit is recognized when the customer has paid and the related work has been delivered within months 1 through 12. Revenue collected after month 12, or for work delivered after month 12, is excluded. For staged or recurring work, only the portion both paid and delivered within the term qualifies.

Deduct refunds and the agreed direct costs matched to that work, including delivery costs, fulfillment labor, partner fees and commissions. Before launch we agree the eligible customers, the existing-revenue baseline, the cost categories and the attribution rules. Existing business revenue and unrelated corporate overhead are excluded. Hicks' fees are not deducted when calculating the share.

The share is calculated monthly from the agreed CRM and financial records and reconciled to 8% of cumulative eligible profit for the full term. No participation is due if that total is zero or negative, and any overpayment is refunded. The final reconciliation covers months 1 through 12 only.

Illustrative calculation: $600,000 of eligible collected gross profit produces $48,000 participation. With the $240,000 base, total Hicks compensation is $288,000. Your company retains $312,000 after both Hicks fees, before unrelated company costs, plus everything the channel produces after the term. This is arithmetic, not a profit forecast.

Decision points

End of month two. Either side can stop if the business case no longer holds. No remaining base fees are owed, no profit participation applies, and Hicks transfers all work completed through the stop date. Base fees for months one and two remain payable, subject to the refund guarantee; any profit participation already paid is refunded.

End of month six. We agree what to scale, change or stop before handover begins. This review does not reset the fee schedule or extend the participation period.

Guarantees

Unconditional. Cancel within 14 calendar days of kickoff for a full refund of month one. The engagement ends with no further base fees or profit participation due.

Delivery. If Hicks misses an agreed deliverable for reasons within our control, we finish it at no added fee, and the next base payment is deferred until it is delivered. This covers deliverables due in months 7 through 12 and any still unfinished at month 12.

Ownership. In month 12 we rerun the four Trapped Growth questions. If your owner cannot yet run the review, make the decisions and operate the channel, we continue the monthly review and refinement cycle at no charge for up to three further months. This applies when your team completed the agreed actions each month. It does not extend profit participation.

Revenue, profit, buyer decisions and partner decisions are not guaranteed.