



## **The Next Chapter - Where I'm Going With Capitalism.com Transcript**

Ryan Moran [00:00:04]

Hi, everyone. Welcome back to Capitalism.com. I'm Ryan Daniel Moran. Thanks for hanging out with me. Today, I thought it would be fun to give you an update on the state of the empire and also the next stage of the vision for what I'm building, where I'm going, and what we're doing here at Capitalism.com. I spent about 6 months of 2021 re-exploring my vision, re-exploring the direction that I want to take my company and my career.

Ryan Moran [00:00:34]

And some of you, those of you who follow me on YouTube especially, have commented that that increased clarity has both given you context for what we're doing here, but it's also allowed you to see your business from a clearer lens because I've been speaking about mine from a clearer perspective. And the way that I want to start is by explaining what the original impetus, the original vision for Capitalism.com has always been, which was the idea that we could create almost like an online shark tank, where we could take entrepreneurs and we could help them bring their idea to life and have an audience and a community that was responsive enough to put that brand on the map.

Ryan Moran [00:01:16]

So, if someone has a dream, if someone has a business that they want to bring to life and they do it within our community, we also have the firepower with our audience to put them on the map and we know the investors to be able to fund that idea, and we know the influencers to help give them a lift. That was always sort of the fundamental vision of Capitalism.com.

Ryan Moran [00:01:37]

And it took a few years to kind of calibrate to how that might actually be built. And we now have the network, we now have the connections, we now have all the introductions that pretty much anybody could need to be able to have an 8-figure exit. We know all the investors, we know all of the agencies, and we've brought that together into our programs. And now, we're also starting to get the relationships with influencers and making introductions for our students and for our members to be able to create those partnerships.

Ryan Moran [00:02:08]

So, the vision is starting to really come to life. But in the last couple months, I've started to get increased clarity for how we can make it happen faster. For example, I'll kind of skip to the end here, but one of the things that I am kicking around and I'm starting to put out feelers to some



of our members is I really love the idea, I just love the idea, of partnering with a brand, taking shares in their business, sitting on their board and helping them raise capital.

Ryan Moran [00:02:37]

So, for example, what you might see me do over the next few months, and I may only do 1 or 2, maybe 3 of these this whole year, but I plan to take a small equity stake in some of these businesses to look at their pitch deck and their vision, and look how much progress they've made in the Capitalism Incubator, and then I'll say, okay, great. You want to raise \$500,000 at a \$2 million valuation, let me go bring this out to my investor network.

Ryan Moran [00:03:05]

And I'll bring them on the podcast, and we'll email it out to the list, and we'll hold a webinar and we'll raise that capital for that business, and then I'll mentor them through that process because I'll be sitting on their board and I'll have shares in the company, which gives some credibility to that business owner, it is a nice safety blanket for the investors, and it's a huge opportunity for everybody.

Ryan Moran [00:03:26]

So, that's something that I'm starting to see. Hey, I can make some of these things happen faster and I've had so many fun ideas coming through my brain, I just thought it would be fun to share some of them with you so you can see kind of where all of this is going. And it starts with The One Percent. The One Percent is our mentorship community where we help people build million dollar businesses.

Ryan Moran [00:03:49]

Now, I say all the time here on the podcast, or if you've read my book, we have hundreds of success stories of people who have built million dollar brands, and The One Percent is where we are helping people do that. But towards the end of last year, I realized that we had some gaps in that product, or I would actually say some inconsistencies.

Ryan Moran [00:04:07]

For example, we were selling training and mentorship about building a million dollar business and having a million dollar net worth and we were charging less than most people charge for life coaching or for ... Pretty much most of the online programs that exist are more expensive than ours. I realized we had a disconnect here. If we're helping people build million dollar businesses, and we're really good at it, we should be charging above market rate for it.

Ryan Moran [00:04:38]



And so, we're currently in the process of raising the price of The One Percent and we'll do it probably over the next couple of months, but we realized we were undercharging massively for what we do in there. The other thing that we realized is that members who read my book or listen to the podcast will often come in and test it out for a couple months. They'll test it out and then don't do the work, and so they quit.

Ryan Moran [00:05:05]

And so, we have this revolving door of people who are new coming in, which prevents us from really going deep into helping those who commit to building that business. And it's actually been a real problem for us because we put all this attention into getting new members rather than doing an amazing job at serving our current members. And our members are really happy, we do a great job for them, but I wanted more of our resources to be focused on building more million dollar businesses.

Ryan Moran [00:05:32]

Our mission for The One Percent is to build or to help create a million millionaires. That's a trillion dollars worth of value. And we're not going to do that if we have a revolving door of people who are just starting and then quitting. They're quitting on their masterminds, they're quitting on the coaches. So, what we are pushing now is annuals. We're pushing for people to come in and just join for the year. And we're building out extra things inside of the program, more mastermind calls, more specific help, a longer curriculum to go from zero to having that million dollar business, or at least zero to having a product up and selling consistently.

Ryan Moran [00:06:11]

So, all of our focus is going into how do we build a year long experience for people rather than just having a good membership? And then we're pushing annuals instead of monthly. And somebody could still join at the monthly level, but in time they won't get everything if they are a monthly member. They'll have to be an annual member in order to get all of the things that we're putting in there. So, that's just something that we realized we were doing that was a disservice to our community.

Ryan Moran [00:06:42]

If people are joining without being committed for a year, then we can't properly serve them, and if we're not charging appropriately, then we just look like everybody else. And so, we are adjusting that and adjusting a lot of our positioning around The One Percent in order to attract more of those people who are ready to do the work to build a million dollar business. And when they're ready, we can help them. And we might be the best in the world at being able to



help them do that. So, we're currently building out this year-long curriculum that's going to be fantastic.

Ryan Moran [00:07:12]

We're adding more mastermind calls. We're adding more coaching calls and investing a lot into building the community. So, I'm really proud of what we're doing inside of The One Percent. Now, the next piece is the Incubator. This is where we are getting our hands dirty in helping an entrepreneur cast their vision, sometimes raise capital, and follow the owner's model. Now, this has been our core profit center for the last year, year and a half, and we started to notice that the people who had the most success inside of the Incubator already had their idea.

Ryan Moran [00:07:52]

They already knew what they wanted to build, and then we could come in and help them build that. So, originally we were helping people cast the vision for their idea, get it launched, and we were getting good results from that. But the people who were having the most success are the people who know this is my idea, or I've already got a product that's doing 25, 50, 100 sales a day, can you help me build towards an 8-figure exit? And we say, absolutely, we can.

Ryan Moran [00:08:18]

Those are the people that I can add a million dollars worth of value to that person's business in a very short period of time. Whereas if somebody's just starting out, we've been helping that person, but moving forward, we're going to be sending people to The One Percent when they're just starting, and we're going to be putting our focus on people who already have brands or have clarity in their idea so that we can march towards the 8-figure exit.

Ryan Moran [00:08:44]

And believing an 8-figure is just a harder belief to adopt if you're not actively in business. So, we're going to have The One Percent be specific to building million dollar businesses, and the Incubator will be moving towards the 8-figure exit. And we'll do that by helping them get clear on their vision, raise capital if they need it, have a board of advisors and agencies so that they can follow the owner's model, which frees you up to not have to do all the hard work yourself, and then even bring in people who may buy your business into that Incubator.

Ryan Moran [00:09:18]

So, somebody will pay for the Incubator in order to raise their valuation to have the agencies that will grow their business, and even have a flow of people who may want to invest in or buy their business. So, it will be a huge value add. And it took getting really clear on where we're doing the best job in order to be able to narrow the program to serve that ideal person in that



direction. And it's inside the Incubator that I will start partnering with people to help them raise that capital.

Ryan Moran [00:09:51]

I love the idea of taking someone who did a great job during pitch week, which is where we make everybody present their pitch and their vision to the rest of the group. I can take those standout winners, partner with them, bring them to my audience, help them raise capital, and mentor them to have an 8-figure exit. That gets me so fired up.

Ryan Moran [00:10:15]

I'm doing that right now inside of the Capitalism.com Fund, which is where I am getting the most meaning and the most joy right now. I really enjoy being able to sit in the advisor seat and mentor these entrepreneurs for whom I have invested, I've invested my time and capital into, and watching them grow. I'm getting a tremendous amount of meaning from that right now and I want to do that more often, which is why I'm going to start partnering with people from the Incubator and doing this for them, but helping them raise our capital and help them build that vision and that infrastructure.

Ryan Moran [00:10:54]

Now, this opens up some really exciting opportunities to also build an investor list. So, as this deal flow continues to mature, and as we are mentoring brands to go to 7 or 8 figures, it makes sense for me to have a group of investors that wants to buy into those businesses. And that's a group that I think I'm going to launch as an NFT. So, the way that this would work is I will have a separate group specifically for investors and I'll say, this is ... You're going to have access to my deal flow.

Ryan Moran [00:11:36]

When I see deal flow, I'll bring it to this group first. And in order to see the deal flow, you'll have to have an NFT that gets you access into that group. And if you decide that you don't want to be in the group anymore, or you decide that you're fully deployed and you don't need any more deal flow, then you would simply sell your NFT on OpenSea to somebody else who wants that spot.

Ryan Moran [00:11:58]

And then, we're getting new investors into the group. And so, you have sort of this mastermind of sorts of investors that I'm going to bring my deal flow to. And so, when I have a standout student inside the Incubator, I'll partner with them, I'll take shares in the business, and then I'll



go to my investor group and I'll say, this is a standout student. Here's why I like them and why you might want to consider backing them.

Ryan Moran [00:12:24]

And then, they've got funding from that group. I'll put them on the podcast to fill up any remaining capital that needs to be filled. And then I'll just mentor them and we'll document the process on the podcast and the YouTube channel, and it will be amazing. It'll be so much fun. I can't wait to do this. So, I love this idea that I can have a separate group that's an NFT that's ... I'm creating an asset for this group of investors. My job now is to have the best deal flow possible so that the value of that NFT goes up. I'm now incentivized to be able to just bring amazing deals and opportunities to this group and curate them so that it's attractive to be a part of that group.

Ryan Moran [00:13:06]

And you'll have to buy your way in by buying someone else's NFT. I love that model. I love that it incentivizes me to just do a great job for those investors. And it gives basically guaranteed exposure to my Incubator students when they need to raise \$500,000 or a million dollars to fund their dream business. Are you seeing how this all comes together now? So, what I'm imagining and what's going to happen is that The One Percent will be where people are launching products, where they are sprinting towards the million.

Ryan Moran [00:13:40]

They'll come into the Incubator to raise capital so that they can go closer to an 8-figure exit. I'll partner with the ones who are the standout students, bring them to my investor group, and we'll start incubating these 8-figure exits. So fun. This is so fun. I'm so excited about this. And one of the things that I think we might make happen over the next year and a half or so is as that lead flow continues to grow, we'll probably build some sort of marketplace on Capitalism.com.

Ryan Moran [00:14:11]

A marketplace where you can see all the deal flow, you can see which ones we've backed, which ones were Capitalism Incubator grads, and the public will be able to inquire about investing in these businesses. So, we'll serve as a platform for all of these members of the Incubator to get exposure to advisors and influencers and investors, which will be just tremendous exposure for all those Incubator members. So, they'll get exposure from our network, from our people to be able to verify their idea, grow, get the resources they need in order to build that dream business.



Ryan Moran [00:14:51]

So, that's the funnel. My funnel is 9 years long. Somebody finds my podcast, they join The One Percent, they end up working with me, and they have an exit at some point. My funnel ends when someone has an exit and we all benefit as a result. Now, in order to get more customers, this will be interesting for you to watch if we can pull this off, but what we plan on doing is we're going to front end this challenge that we recently did for our students inside The One Percent.

Ryan Moran [00:15:26]

We did this 5-day sprint called 5 Days to 7 Figures where we helped our members draw up exactly what their plan was to build a million dollar business. And it was so well received, it blew me away. The feedback we got was as good as anything I have ever done, besides maybe our events. It was fantastic feedback. And what we're going to be doing is front-ending that as a product, and then aggressively following up with people to get them to join The One Percent.

Ryan Moran [00:15:56]

And that's how we're going to grow that group. And that's going to be our pipeline for new business and new entrepreneurs. You come in, you decide exactly what your business is going to be, I'm going to nurture that group really aggressively. I'm going to treat those front end buyers very well by doing live coaching calls with them, by reviewing homework for them. I'm just going to go all in on those front end buyers, because I know if I give them a wonderful experience and the clarity and confidence to build their business, then they'll join The One Percent and the Incubator and the standout success stories will become my partners that I raised capital for and that I advised.

Ryan Moran [00:16:36]

So, that is. ... That's the whole funnel. It's going to start with a front end buyer for \$100 bucks, and it's going to end with a partnership possibly, and we'll document those. And that's how we're going to build the pipeline for 8-figure exits. Isn't this fun? Isn't that so fun? Now, there's another thing that I'm working on and it is ... This is all idea right now. None of this exists. But my partner, Sam, and I, he's my partner on the fund and we've now done 11 placements.

Ryan Moran [00:17:14]

We've bought into 11 companies inside the Fund, which I'm really proud of because we raised less than \$2 million. So, we have equity stakes in 11 different businesses, and we still have capital to deploy. If you've got a great business and you need capital and/or mentorship from me, you can put it on my desk at [capitalism.com/fund](https://capitalism.com/fund), and you can fill out a form and I can



look at your business and see if it's something that we might be interested in mentoring and/or investing. And Sam and I are starting to decide what our next moves look like.

Ryan Moran [00:17:46]

What is the next step for the Fund? And we are thinking about starting a holding company, a holding company that would incubate our own businesses in-house. And the thesis here would be to build brands around really big influencers. So, we would raise capital, we would partner with influencers, and we would build brands around them. We also would use some of the capital that we raise to invest into some of the businesses we funded from fund one.

Ryan Moran [00:18:24]

So, we're considering raising a bigger pool of cash, \$4 to \$10 million, in order to fund our own startups, our own acquisitions, and other ways of deploying capital on behalf of our investors. What this would free us up to do is to launch really exciting businesses within this holding company, test things very quickly, partner with students, partner with influencers, and allow us to move really, really fast. So, we're running some tests right now. I just brought on an operating partner for my supplement company, Switch, which is really a mental performance company, and that is a really good test for us to see if raising capital, bringing on a partner, and making a go at building new brands is something that we could do sustainably and predictably.

Ryan Moran [00:19:21]

And if so, then we're probably going to do a raise for that holding company on that thesis. I also ... I said this at the last Fund meetup. That vision might happen 6 years from now and I'm okay with that. I'm sort of in this mode personally right now where I'm working hard, but I'm also sort of letting life come to me. I spent most of my career attacking it, going after it, trying to force things to happen. And really, where I am right now with young kids and all that's on my plate is I need to keep working hard, but let things sort of unfold without chasing. And that's just where I'm at right now in my career.

Ryan Moran [00:19:59]

So, I just wanted to make this quick empire update for you so that you could see where we're going next. Our focus is on creating a million millionaires, partnering with the best ones, giving them the resources they need inside of the Incubator and inside of the Backroom and just pouring our resources into these entrepreneurs.

Ryan Moran [00:20:19]

I believe that the world is better when entrepreneurs are fully lit up to create, and my job is going to be serving those entrepreneurs so that they can carry out that vision. And that's going





to be the next few years of my life. The next few years of my life is going to be dedicated to empowering those entrepreneurs to execute those visions. I also am getting a really strong itch to start other brands, and that's kind of the impetus behind the holding company of just starting new brands and maybe partnering with people from my audience to start new brands and the holding company will fund it and do operations.

Ryan Moran [00:21:00]

So, I'm kind of scratching my own itch with this holding company of coming up with an idea for a business, partnering with someone from the audience, giving them the capital, giving them the operations team, and just liberating them to create the vision that we cast together. So, more on that as things develop over the next few months. Thank you for listening to me talk about my own life and business. It means the world to me that you made it to the end of this podcast. Thank you for being a part of my documentation of my journey, and I'm always rooting for you. Thanks for listening. Talk to you soon.

Ryan Moran [00:21:39]

If you've read my book, listen to the podcast, or watch any of my YouTube videos, and you're asking yourself, where the heck do I start? Where do I begin my journey to my million dollar business? We got you today. My team and I just completed a new kickstart class called 5 Days, 7 Figures. This is the best on ramp class for any of you who are ready to begin your 7-figure journey.

Ryan Moran [00:22:04]

In this 5 day class, you're going to choose your ideal market, what products to launch, come up with a plan to get each one of them to 25 sales a day, and you'll know at the end of the class exactly what your business is going to be, how you're going to get it to a million, and exactly what your next steps are to get it off the ground. It's a 5-day class. It costs \$100 bucks. And when you're done, a member of my team will get on the phone with you and review your homework directly with you. When you're ready to start, go take the challenge at [capitalism.com/5](http://capitalism.com/5). That's the number 5. 5 Days, 7 Figures, [capitalism.com/5](http://capitalism.com/5).