



Your Sherpa – Press Kit

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Factsheet

Company Name (incorporated): Your Sherpa, LLC (2018)

Tagline: Your Sherpa - Your *Guide* to Financial Literacy

Business Type: Financial Literacy Educational Service

Background / Context: A sherpa provides expert guidance on Himalayan climbs. A sherpa prepares, teaches and supports the climber before and along the journey. **We want to be your *financial sherpa*.** While many financial firms use names that evoke an image of the peak, summit, or pinnacle (i.e., symbolizing the end point, retirement), we recognize that many people, particularly students and young adults, are at the very beginning. Your Sherpa, LLC is **with you at *base camp***, ready to teach, inspire, and guide you to financial success and better life outcomes.

Mission: Teach students and young adults to make daily decisions to save and build wealth; first ensuring they are in a *position* to save by avoiding excessive student debt and being able to get and hold a good job (and grow income). Focus is on saving money, not investing.

Specific Products and Services:

- Book (title: Your Sherpa – Your Parental Guide to Financial Literacy)
- Audio lessons (for students and young adults)(or Audio book version for parents)
- Speaking
- Other services (e.g. webinars, training, articles, social media)

Founder Bio: Jeff Tyburski worked as an engineer, analyst, and portfolio manager for a combined 33 years. Jeff earned an MBA in finance, from the Simon Business School, and the CFA designation. He created and led an internal school to teach new analysts and is president of a non-profit helping aspiring entrepreneurs in Africa. **The analyst in him identified the problems to be solved. The engineer created the framework. The teacher, mentor, and parent deliver the message.**

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Your Sherpa, LLC

Your *Guide* to Financial Literacy -- Our Story



Why We Started

The Problems	Excessive college debt: Many young people can't begin to save due to too much debt.
	Career uncertainty: Many can't save because they can't get and hold a good job.
	Financial literacy: Even if in a position to save, young people still aren't saving enough.

Our Mission	Teach people to save money and help them avoid obstacles preventing saving.
	Start early! Target 12-25 year old students and young adults; get ahead of problems! Engage parents in the process.

How We Are Unique

Our Approach	A refreshingly frank conversation about problems (through story-based lessons).
	Calling out the broken systems perpetuating problems.
	Delivering a call to action! Encouraging a sense of urgency at a surprisingly young age.
	Differentiated scope: Financial literacy education + insights on career/college decisions.

What We Do

Solutions for Problems (a framework & road map)	Excessive college debt: Teach a personal process to get a <i>career</i> with minimal debt. Focus on career choice. Don't exceed a debt level your future income can't pay back.
	Career uncertainty: Teach a personal process to <i>proactively</i> stay employable. Adopt a mindset that embraces change and keep investing in yourself.
	Financial Literacy: Teach people to make daily decisions to save and build wealth. Teach why we <i>must</i> save, how to save, and what to do with savings.
	Our content not only educates, it inspires. We offer both the initial spark that ignites life-changing behaviors and the mindset and skills to achieve sustained life-long success.

Full Platform	People learn in different ways, so we offer a full platform for our content and outreach.		
	Speaking & Social Media Get people interested	Book Connect with <i>parents</i>	Audio Lessons & Online Tools Engage <i>younger</i> audiences
	www.yourfinancialsherpa.com		

Tangible Deliverables & Value Proposition

For Students, Young Adults	A new mindset, knowledge, specific skills, and tools to make daily decisions to save and build wealth, avoid debt, stay employable, and earn more.
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For Parents	Save money on college and avoid/minimize parental college debt. Keep retirement savings, plans, timing, dreams secure!
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Quotes

Book back cover...

“Your Sherpa guides students and young adults as they navigate key financial decisions in their lives. With this book for parents, and audio lessons and online resources for students, the ultimate goal is to teach young adults the mindset and skills to make daily decisions to save and build wealth; starting early and compounding for decades. Initial lessons ensure young adults are in the position to save by avoiding excessive college debt and being able to get and hold a good job.”

Homepage...

“Many students are choosing schools they can't afford and careers they are not passionate about or do not generate the earning power needed to pay off college debt. Many others can't apply their degrees or stay employed in today's changing world. I call out some broken systems around you, such as the self-perpetuating set of conditions that lead to and support ever higher costs of college. I point these out not to shift blame, but rather to inform you and to emphasize that, **in the end, it is *your responsibility to adapt, cope, and succeed in the current environment.***”

Book...

“We’ve all had delicate, uncomfortable, or even painful conversations with our kids about their diets, exercise, electronic devices, social media, alcohol, sex, etc. Sometimes we throw up our hands, walk away, and hope for the best. Is college one of those times? **Do we defer to a 17-year-old, who we love dearly but likely wouldn’t completely trust with a grocery list, a decision that may cost the family a quarter of a million dollars?** Or do we apply a process to make the best decisions when we help them choose a career and select a college?”

FAQs

Who is your target audience?

Your Sherpa's financial literacy content is relevant to all ages (e.g. middle school, high school and college students, new hires and all employees, and parents). We typically deliver an age-specific message. Since we emphasize the benefits of adopting a lifestyle of saving as early or young as possible, we tend to focus on students and young adults, engaging parents in the process.

How do you reach that audience?

We employ a platform approach (a book + audio lessons + speaking + outreach). Our book is primarily for parents. Our audio lessons are tailored for a younger audience. Through promotional efforts, social media, or our speaking engagements, we work to get the word out. We speak in many venues (e.g. schools, youth organizations, churches, libraries, recreational centers, places of work, etc.). We also partner with third parties including service providers, employers, wellness platforms, etc. (whose customers or employees are the families/parents/kids we want to reach).

What makes you unique?

We worked hard to study why people do not engage with many financial literacy platforms. We noticed that people perceive financial literacy as tedious and all about math. Thus, we teach our lessons using stories that demonstrate that financial literacy is a tool to achieve better life outcomes. We tend to focus on the mindset and daily lifestyle choices needed to succeed. We are refreshingly frank calling it as we see it.

What makes you qualified? Why should we trust you on this topic?

Jeff Tyburski has the technical qualifications – he was an engineer, analyst, portfolio manager, leader of an internal school for new analysts, and president of a non-profit. Jeff earned an MBA in finance and the CFA designation. More importantly though, Jeff had the passion to save and could build from his own mistakes and experiences to create a road map for others to do so. He can also truly relate to young adults and parents because, through his own 20 something children, he lived their perspective.

How do I get my kid to read the book?

They likely won't. Kids can play our lessons on their phones. Then parents/kids can talk!

Book Testimonials

Patricia Leva, Parent and President & CEO, Junior Achievement

“As a society, one of the most important things we can do for our youth is provide the tools and inspiration to make smart academic and economic choices. When students own their economic success, our economy can flourish – poverty is reduced, workforce gaps are filled, and businesses grow. Tyburski has provided us a great tool, Your Sherpa, making difficult topics easy for parents to guide and engage youth in their futures!”

Paul Celuch – Founder & CEO of College Assistance Plus

“As a college consultant for 16 years, I have personally witnessed the financial devastation occurring among families; many times, manifesting in destructive student loan debt. In 2004 when I founded my firm there was \$200 Billion in student loans, today that number is \$1.6 Trillion!!

Your Sherpa is a terrific tool for parents and students to create strategies early on to prevent this "financial opioid" from taking hold. A GREAT addition to any family's library.”

Jeffrey Leyonmark – President of GA Leyonmark Insurance Inc.

“I’ve had the pleasure of mentoring high school students as a member of the National Academy Foundation’s Academy of Finance program. I engage students from various backgrounds and see a wide range of experiences and acumen. But, the common thread in today’s youth is a lack of foundational knowledge regarding savings and basic financial stewardship. Financial literacy must start in the home (and start early!) Your Sherpa helps parents help children, plain and simple.”

Ebrahim Busheri – Director of Investments, Manning & Napier

“I have had the pleasure of knowing Jeff for over 20 years. While working together on an investment team, Jeff’s passion for doing what is right for clients shined through. Jeff realizes that saving is the first step towards investing and financial independence, and over time I could see his concern that many people are not saving enough.

It's a joy to see the full platform he developed including a book, downloadable lessons, a website, speeches, etc. all geared towards the importance of financial literacy, saving and investing. I am confident he can teach and convey his message because he demonstrated that for me when he revamped and ran our internal school for new analysts, promoting best practices and lessons learned."

Keith McCullough – Founder & CEO of Hedgeye (a data and process-driven independent investment research firm)

"Process, process, process! Tyburski provides a great practitioner's process for parental guidance on finance."

John Callard, High School Counselor

Your Sherpa: Your Parental Guide to Financial Literacy offers much more than its title reveals. In its essence, it offers the reader a mindset and philosophy of life that, if followed, will offer great rewards. If I or my children had this book in high school, we would have made different life decisions. Fortunately, it is available for you. I use this book in my role as a high school counselor working with students who are weighing their college and career options. Easy to read and loaded with anecdotes, this book is a road map for better life outcomes

Terrie Sleeman – Retired teacher / Concerned grandmother

"Jeff *tells it like it is!* Caught up in the emotions of seeing your children making life choices--career/college etc.? Planning and finance need to be "part of the equation". Jeff's personal experience and finance background are expressed with honesty and concern for those in the 'throws' of parenting."