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# INTRODUCTION

My name is Ryan Crownholm and I am 39 years old. • I own Crown Capital Adventures Inc.

- My company does:

- o Investments and consulting for socially and environmentally responsible companies.

My role at Crown Capital Investments is

- o Identifying opportunities, Meeting with like minded business people, financial, marketing, and operations analysis, speaking, consulting

# MY CHILDHOOD

- I was born in Bellflower, CA and raised in Walnut Creek, CA



# MY FAMILY

## A little about my family

– My father owned a small business selling stationery supplies and my mother was a dental hygienist, they are both retired now. I have one brother who is now a civil engineer.

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# MY HIGH SCHOOL

- I attended Monte Vista High School in Danville, CA

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## HIGH SCHOOL

As a HS student I struggled academically. I had a difficult time engaging in studies and had very poor grades.

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Youth Business : ALLIANCE Here is a picture of me in 6 HS

# HIGH SCHOOL

- Things that I really liked in High School were:

- o Auto shop, Wrestling, Friends

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# HIGH SCHOOL

Things that felt difficult or challenging for me while I was in High School were:

- o I had a very difficult time concentrating in class and found it hard to sit still. I have always had a very active mind that doesn't follow any set curriculum.

# HIGH SCHOOL

- Jobs I worked while I was in High School were:

- o By the time I was a Junior in high school I was working 40+ hours a week as a Busboy and Bar Back

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# GETTING IN TO COLLEGE

- The top few things I did to ensure I got into college were:

- o I went into the military and took classes while abroad then attended a Junior College and got good grades, received a scholarship to Saint Mary's College

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# COLLEGE

- I attended University of Maryland extension in Bosnia Herzegovina, City College of Boston extension in Germany, Diablo Valley College in the Bay Area, and



Graduated with a BS in Business &  
Economics from Saint Mary's College in  
Moraga CA

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# COLLEGE

I enjoyed working collaboratively in College,  
my professors had very interesting  
backgrounds and I enjoyed getting to know

them on a more personal level, I still keep in touch with many.

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# COLLEGE

My Favorite classes were business law and operations management and my least favorite was statistics.

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# COLLEGE

- Jobs I worked while I was in College were:
  - o Bartending, Operations management for an events company. I also started my first company (Hauling Pros) while in college.

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# COLLEGE

Things that felt difficult or challenging for me while I was in College were:

o I had a hard time sitting still in classes. To combat this I exercised every morning and cut down on coffee. My relationships with professors played a very important role in grades and flexibility. Don't underestimate those relationships.

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# GETTING A JOB AFTER COLLEGE

The top few things I did to ensure I got a good job after college were:

o I was the CEO of my own company by the time I graduated from College. Employing 20-25 employees. I was offered a couple of jobs but none could compete with my income from Hauling Pros.



# THIS IS MY COMPANY

Every day at my company:

o My day to day at Crown Capital Adventures Inc. varies. I spend a lot of time hiking and walking, sometimes with others and often by myself. This is critical to find new ideas and keep moving all of the parts of my company forward. Some days I will meet with developers to discuss the growth of [mysiteplan.com](http://mysiteplan.com) or [dirtmatch.com](http://dirtmatch.com). I often meet with startup CEO's to explore investment opportunities or offer consulting services. Most of my time is spent building relationships.

# MY CAREER PATH

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- 1996-1999 US Army. Duty station in Germany, Deployment to Bosnia

- 1999-2001 Diablo Valley College. Worked evenings as security and bartender for a bar.

- 2001-2003 Saint Mary's College, Started Hauling Pros, Inc.

- 2003-2007 Grew Hauling Pros, Inc. into the largest Hauling company in Northern California. In 2007 with the housing crises pivoted our services to provide Banks with property preservation services.

- 2007-2009 Performed 1000's of bank renovations for the foreclosure market. Started DumpMyTv.com, an electronics recycling company with recycling centers across the Bay Area. Recycled over 1



million pounds per year of e-waste. Started Dig & Demo General Engineering.

- 2009-2010 Sold Hauling Pros and Dumpmytv.com. Grew Dig & Demo to service the construction industry through trucking, excavating, underground construction, and building demolition. Including private and public contracts.

- 2010-2014 Shifted focus of Dig & Demo to the removal of residential swimming pools to fill demand. Rapid ramp over 4 years from 18 removals the first year to almost 200 removals by year 4. Sold business.

- 2014-present. Started MySitePlan.com offering a simple drafting service to clients nationwide at a fraction of the cost of an architect. Performed a high end real estate development “flip” in the Bay Area. Moved

to Los Angeles. Invested in various startups. Currently developing DirtMatch.com, a platform for excavators and contractors to exchange dirt.

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## MY CAREER

- Challenges I have had to overcome throughout my career are:
  - o Staffing has always been the biggest challenge. Businesses are only as good as the people who work in them. Attracting talent as a small business can be very difficult. As a small business you must

cultivate talent rather than buy it. Hire the potential and not the experience.

The other obstacle was always finance. I never got into the game of acquiring investors as I was not willing to give up any equity. Financing was the biggest choke point for the growth of my companies. I relied on bank loans or cash for equipment

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# MY ROLE WITHIN ORGANIZATION

CEO

I'm the idea guy

# COMPENSATION AT MY COMPANY

- Most of my compensation comes in the form of liquidity events of a business sale,

real estate sale, or the sale of a startup I am invested in.

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**MORE THAN JUST  
WORK**

- When I am not at work I like to:

o Hike, Mountaineer, Spend time with my wife and son, read, travel

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# DO IT ALL OVER AGAIN?

- Yes, and I do it all over again every few years. Just at a different level.

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# QUESTION AND ANSWER