

*M* SELF-MANAGING BUSINESS  
COACHING EXPERIENCE





# Welcome!

We're Philip and Cris—brothers, entrepreneurs, and investors.

Together we launched the Medici Community—a global network of business owners who believe that business can be both beautiful and impactful. Along the way, we noticed a shared frustration:

**“I built a successful business...  
but I feel stuck inside it.”**

Sound familiar? Many founders start with a dream—freedom, income, and impact—but somewhere along the journey, they become the bottleneck. Instead of owning a business, they own a job.

We created the Self-Managing Business Coaching Experience to help you break free from that cycle—and build something that works without you.

This isn't just about scaling. It's about reclaiming your time. Reimagining your role. And designing a business that fuels the life—and legacy—you actually want.

Let's build something beautiful together.

Yours,

Dr. Philip & Cris Zimmermann



# Our Inspiration

We've studied the great legacy builders of history—especially Cosimo de' Medici, the richest and most influential leader of the Renaissance. He didn't just build a business; he built a system. An empire. A self-managing machine.

While others hustled to survive, Cosimo leveraged his business as a platform to shape politics, patronize the arts, and create a 500-year legacy.

At Medici Global Ventures, we believe every modern business owner deserves the same opportunity. Real wealth isn't just profit—it's time, influence, and impact.

CE



## Our Experience

As brothers, we bring decades of entrepreneurial and strategic leadership—having founded, scaled, and invested in over 20 companies across five countries, spanning multiple industries and business models. Our experience spans real estate, hospitality, retail, international consulting, and non-profits—backed by formal training in law, business, and a doctorate in strategic leadership.

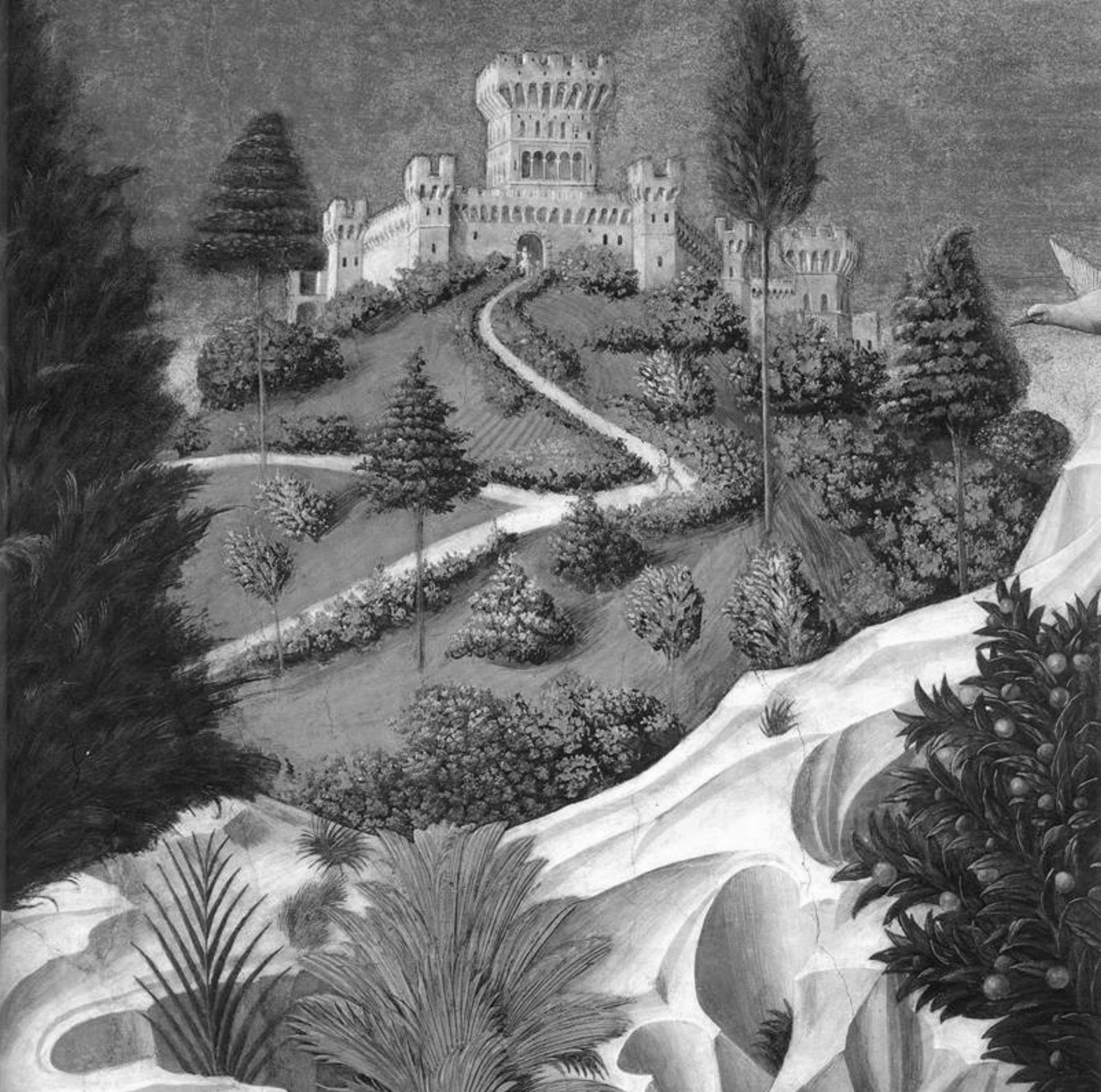
We've acquired and developed apartment complexes, hotels, and commercial properties, and partnered with companies across the tech, energy, medical, and real estate sectors. Our family office also oversees two philanthropic foundations focused on education, healthcare, and faith-based initiatives.

We coach business owners from 25+ countries—ranging from small teams to organizations with hundreds of employees. Some come with no formal business background; others hold MBAs from elite universities. What unites them is a shared goal: building a business that runs without them and a life that truly matters.



## Industries we've worked with include:

REAL ESTATE · TECHNOLOGY · HEALTHCARE  
EDUCATION · CONSULTING · FINANCE · MANUFACTURING  
HOSPITALITY · RETAIL · CONSTRUCTION · ENERGY  
MEDIA · E-COMMERCE · TRANSPORTATION  
MEDICAL DEVICES · PROFESSIONAL SERVICES  
PRIVATE PRACTICE (INCLUDING DOCTORS AND CLINICIANS)



## Your Roadmap

This is not a course. It's an experience, a coaching journey, and a roadmap to transform your company into a self-managing business—one that runs, grows, and scales... even when you're not there.

We'll guide you through the four essential stages of the Self-Managing Business Program, as outlined in the pyramid framework.

# Designing a Growing Self-Managing Business

Now you are a business owner, driving growth and strategy while working on the business, not in it.

Build the team and systems to run the business without you.

Turn leads into customers while maximizing customers lifetime value.

Generate a steady flood of high-quality leads, keeping your pipeline ready with potential customers.



STAGE 1

## LEADS OVERFLOW

NEVER WORRY ABOUT WHERE YOUR  
NEXT CUSTOMER COMES FROM

A self-managing business starts with consistent, high-quality leads. We'll help you design a lead engine so steady and scalable, it removes the stress from sales forever. When you have more leads than you need, everything else becomes easier. Pricing pressure decreases, sales become a process rather than a hustle, and you can focus on strategy instead of survival.





STAGE 2

## CONVERSION MASTERY

SELL MORE, ELEVATE YOUR VALUE,  
AND KEEP CUSTOMERS LONGER

Leads without conversion are just vanity metrics. What matters is turning those leads into loyal, paying customers—and doing it in a way that is scalable and repeatable. The goal is not just to make sales but to create a sales engine that works even when you don't.

STAGE 3

## SELF-MANAGING OPERATIONS

SO YOUR BUSINESS RUNS  
WITHOUT YOU

Now comes the magic: building an operational engine that doesn't need you as the fuel. This is where most business owners stumble. They build businesses that revolve around their own decisions, their own efforts, and their own time. But the real goal is to create systems and empower people so the business thrives while you step back.



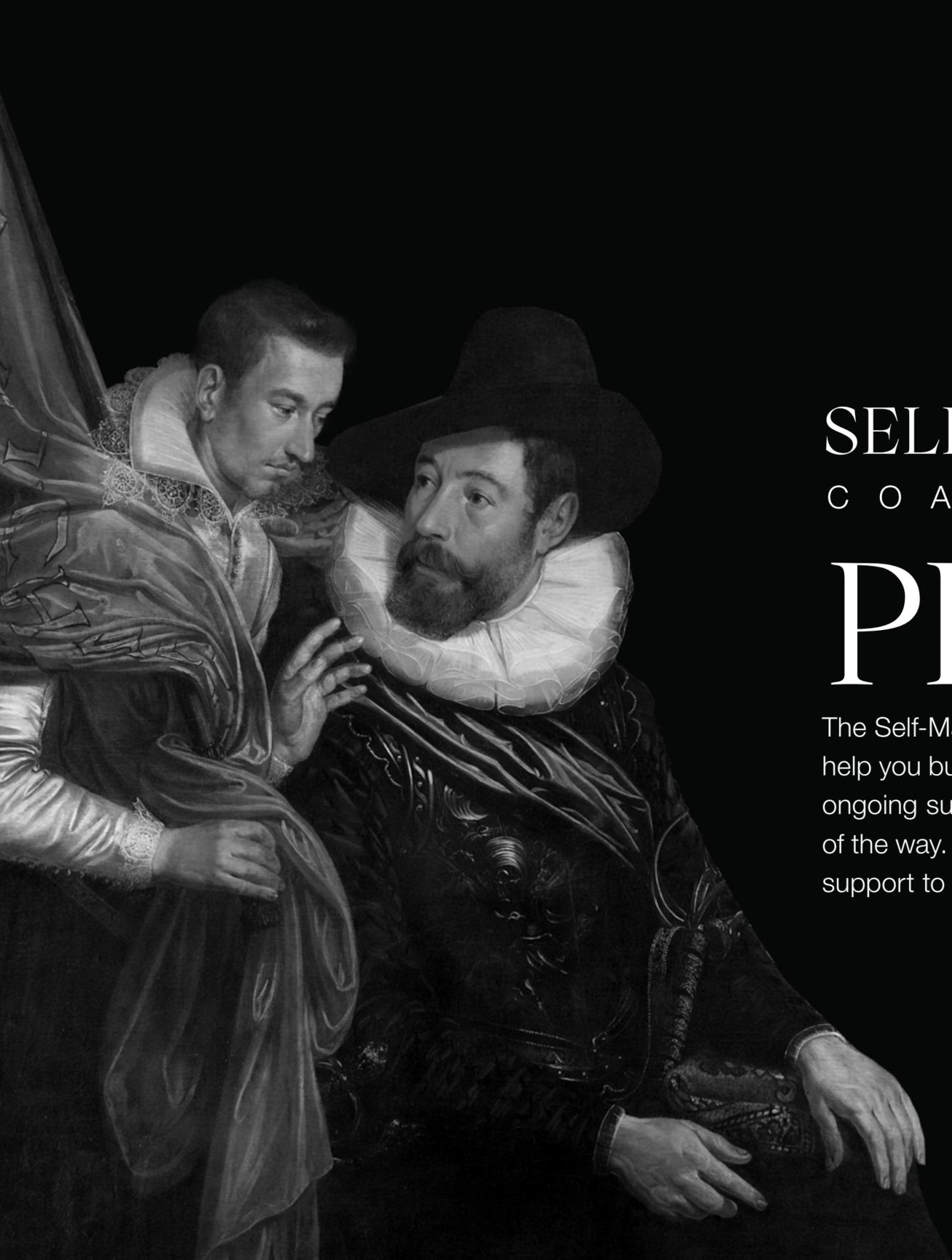


STAGE 4

## STRATEGIC OWNERSHIP

LEAD, SCALE, AND DESIGN THE FUTURE

Finally, we'll guide you into true ownership. You'll learn how to lead from the top—focusing on high-level vision, long-term value, and building your legacy. This is where your business becomes an asset—not just a source of income.



*M*

SELF-MANAGING BUSINESS

C O A C H I N G   E X P E R I E N C E

PROGRAM

The Self-Managing Business Program is a coaching experience designed to help you build a business that runs without you. From strategic deep dives to ongoing support, tools, and private check-ins—we walk with you every step of the way. You'll get world-class training, accountability, and implementation support to build the business you've always wanted.

# WHAT'S INCLUDED

## WEEKLY GROUP COACHING CALLS

- \* HANDS-ON TRAINING AND DIRECT SUPPORT FROM PHILIP AND CRIS
- \* DEDICATED TIME FOR QUESTIONS, CLARIFICATION, AND REAL-WORLD APPLICATION
- \* FOCUSED ON IMPLEMENTATION AND REMOVING BOTTLENECKS TO BUILD A SELF-MANAGING BUSINESS.

## FULL ACCESS TO THE SELF-MANAGING BUSINESS PLAYBOOK

- \* 100+ VIDEOS, TEMPLATES, AND TOOLS
- \* COVERS SYSTEMS, SCORECARDS, DELEGATION, RECRUITING, LEADERSHIP, AND MORE
- \* CONTINUOUSLY UPDATED WITH NEW TOOLS TO KEEP YOUR BUSINESS AHEAD

## MONTHLY STRATEGIC PLANNING WORKSHOPS

- \* BUILD AND REVIEW YOUR MONTHLY PLANS IN COMMUNITY
- \* HOSTED ON THE LAST FRIDAY OF EACH MONTH

## MONTHLY 1:1 COACHING SESSION (30 MIN)

- \* PRIVATE COACHING TO TRACK YOUR PROGRESS, DIAGNOSE BLIND SPOTS, AND CLARIFY NEXT STEPS
- \* IDENTIFY YOUR BIGGEST CONSTRAINT AND GET EXPERT GUIDANCE TO OVERCOME IT

## STRATEGIC ASSESSMENT KICKOFF CALL

- \* IDENTIFY YOUR BIGGEST CHALLENGES, CONSTRAINTS, AND GROWTH OPPORTUNITIES THROUGH A FOCUSED STRATEGY SESSION.
- \* MAP A CLEAR, CUSTOM ROADMAP SHOWING WHICH SYSTEMS AND FRAMEWORKS TO IMPLEMENT FIRST FOR MAXIMUM IMPACT.

## MEDICI WELCOME BOX

- \* A CAREFULLY CURATED PACKAGE OF PROVEN FRAMEWORKS AND SELECT MEDICI GIFTS DESIGNED TO SUPPORT IMPLEMENTATION FROM DAY ONE.
- \* DELIVERED TO YOUR DOORSTEP TO KICKSTART YOUR SELF-MANAGING BUSINESS IMPACT.

# Build a Business, Not a Bottleneck

Let's be real—most entrepreneurs don't own a business. They own a high-stress, never-ending job disguised as a business. They answer every call, chase every lead, and put out every fire. That's not freedom. That's a self-imposed trap.

It is not about delegating tasks or "working smarter." It's about designing a business that works without you. A business that generates leads, closes sales, and delivers results—whether you're in the office or off the grid.

But here's the truth: This doesn't happen by accident. You don't fall into a self-managing business. You build one. Piece by piece, system by system.





IS THIS FOR ME?



We've worked with business owners in 25+ countries—from early-stage founders doing it all to seasoned entrepreneurs preparing to fully step out.

Here's what we've learned: every stage of business requires a different kind of support. That's why we divide owners into three clear stages—each tailored to the specific challenges, goals, and breakthroughs of that level.

Wherever you are on the journey, this experience is built to meet you there. Below are the three stages we serve—and how to know which one is right for you.

## OWNER-OPERATOR STAGE

YOU'RE BUILDING THE FOUNDATION. LET'S BUILD IT RIGHT.

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THIS IS FOR YOU IF...

- ✓ Your business is in its first 1–2 years
  - ✓ You're wearing every hat and doing most things yourself
  - ✓ You want to install strong systems from day one
  - ✓ You're hungry for guidance, frameworks, and strategic mentorship
  - ✓ You want a clear roadmap to build a self-managing business
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THIS IS NOT FOR YOU IF...

- ✗ You're still in a full-time job and haven't launched yet
- ✗ You haven't started selling your product or service
- ✗ You're not ready to invest in long-term growth infrastructure
- ✗ You're chasing quick hacks instead of building sustainable strategy

## OWNER-MANAGER STAGE

YOUR BUSINESS IS ON A SOLID FOUNDATION— BUT YOU ARE STILL TOO INVOLVED IN EVERYTHING.

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THIS IS FOR YOU IF...

- ✓ You have a team—but you're still the bottleneck
  - ✓ Lead generation and sales are inconsistent or founder-reliant
  - ✓ You're craving systems, delegation, and clarity
  - ✓ You're tired of being the firefighter and want to be the architect
  - ✓ You want to take a vacation without worrying the whole thing will collapse
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THIS IS NOT FOR YOU IF...

- ✗ You're unwilling to let go of control
- ✗ You believe your team is always the problem
- ✗ You refuse to change because “it's worked so far”
- ✗ You're addicted to being needed
- ✗ You think systems kill creativity
- ✗ You're chasing quick hacks instead of building sustainable strategy

## OWNER-LEADER STAGE

YOU'RE READY TO STEP OUT AND LEAD AT THE HIGHEST LEVEL.

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THIS IS FOR YOU IF...

- ✓ You've built something successful—but it's still too dependent on you
  - ✓ You've outgrown the hustle—and now want to scale with clarity, not chaos
  - ✓ You want to focus on strategy, vision, and impact
  - ✓ Your team is in place—but you need structure and empowerment to scale
  - ✓ You're ready to design a business that runs and grows without you
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THIS IS NOT FOR YOU IF...

- ✗ You insist on making every decision yourself
- ✗ You believe “stepping back” is lazy or irresponsible
- ✗ You secretly enjoy being the hero—and don't want to give that up
- ✗ You want the freedom of an owner but the control of a manager
- ✗ You micromanage but call it “leadership”



LET'S FIND OUT IF  
THIS IS THE RIGHT  
NEXT STEP.

Every business is unique—and so is every founder. That's why we offer a free Assessment Call to help you get clarity on your stage, your goals, and whether the Self-Managing Business Coaching Experience is the right next step. We'll ask a few simple questions, review where you are in your journey, and map out how we can help.

PLEASE REACH  
OUT TO US AT:

[coaching@medicilegacy.com](mailto:coaching@medicilegacy.com)



A black and white photograph of a man in a suit jacket smiling and making a peace sign, surrounded by other people in a social setting. The man is the central focus, wearing a dark shirt and a light-colored suit jacket. He is looking towards the camera and making a peace sign with his right hand. In the background, there are several other people, including a woman with long blonde hair and a man in a dark suit. The setting appears to be outdoors, possibly at a social event or gathering, with a building and some foliage visible in the background.

FEEDBACK FROM  
CUSTOMERS



## Charlotte Gustavsson

FOUNDER & CEO FROM STOCKHOLM, SWEDEN

*“The Medici Community has provided me with peers who I can really connect with. Being able to share things with people who understand has really empowered me.”*



## Jesse Borst

WEALTH COACH, AUTHOR, INVESTOR, AND INFLUENCER FROM AMSTERDAM, NETHERLANDS

*“Being part of the Medici Community has caused me to reflect and ask myself the question, “Am I thinking big enough?” I do have a bigger vision, but what I like about the Medici’s is that they make it concrete and visible.”*



## Vincent W. Piselé

FOUNDER & CEO OF FOOTSNAP FROM MUGENA, SWITZERLAND

*“I love that there’s no competition within the Medici Community. It’s just people sharing experiences, sharing knowledge, sharing thoughts, helping and encouraging each other. It is almost like family.”*



## Tünde Macarie

FOUNDER FROM CLUJ-NAPOCA, ROMANIA

*“Being part of the Medici Community is truly uplifting, authentic, and fresh. The standard of excellence is truly inspiring, and interacting with so many insightful entrepreneurs from different backgrounds, businesses and countries, each with distinctive views and knowledge, has such a positive and unique effect on everyone involved.”*

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## Simon Strobel

ENTREPRENEUR IN SECURITY BUSINESS FROM  
PLAUEN, GERMANY

*“What inspires me about the Medici community is its international focus and the great relationships I’ve formed. Through meaningful conversations, I have gotten to know other business people on a very deep level.”*



## Dominik Risch

SHOEMAKER, INVENTOR & BUSINESS OWNER  
FROM ZURICH, SWITZERLAND

*“The Medici Community doesn’t just help provide a vision for your business, but they provide a vision beyond business, or above business. I think it is fascinating to explore your own potential outside your comfort zone.”*



## Boris Markic

CO-FOUNDER OF QUARANTINI GIN FROM  
FRANKFURT, GERMANY

*“What I love about the Medici Community is that it has some great diversity in it. There are different industries, backgrounds and ages. It’s a place to give and to receive. I feel like I can also contribute my knowledge.”*

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WATCH A RECAP  
VIDEO FROM OUR  
LAST MEDICI  
GATHERING





*Medici*  
GLOBAL VENTURES

For more information, you can  
always reach out to us at  
[coaching@medicilegacy.com](mailto:coaching@medicilegacy.com).