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Executive Advisor  
Institutional Advisors  
Louisville, Kentucky

To Whom It May Concern:

Bridge Advisory, a multi-disciplinary consulting firm, identifies and builds corporate strategy working with both established executives and early stage businesses. The firm's insight and depth of resources and talent has helped create an emerging consulting presence that is providing strategy consulting, marketing, and financial advising for organizations and executives seeking long term business solutions. The firm, located in Dallas, Texas, offers academic and commercial advisory services to businesses nationally and encourages corporate leadership practices across the United States.

Corporate Training - Bridge Advisory will provide the basis for educational centers for young adults and professionals within the Dallas, Texas metropolitan area and virtually across the nation to provide academic leadership for professionals to build common sets of knowledge and professional acumen in a variety of disciplines. This sense of academic leadership and training helps to enable generational growth and professional knowledge to otherwise disadvantaged communities and individuals who are seeking life changes.

Business Modeling - Bridge Advisory has provided specific resources and legal training to build business models and insight into marketplace leadership including executive coaching and competitive strategies that differentiate core product placement, operational standards that affect performance, and key performance metrics and models for business process selection. These management standards provide stability and growth, building successful initiatives, managing realistic expectations, and creating profitability and infrastructure. Bridge Advisory, as a consulting practice, has offered its coaching, research methods, and business liaisons to identify and isolate areas of business performance and build incentives and structure for behavioral change.

Financial Modeling - Bridge Advisory has worked in cross-functional environments and built financial resources on existing institutional funds, assets under management, core strategic objectives on competitive financial positioning, internal financial performance for loanable insurance funds, sophisticated fund placement with accredited investors, financial performance models for grant funding acquisition, and advisement on taxable real estate liquidation. To craft these outcomes, with years of experience in business strategy, Bridge Advisory has directed consistent access to business advisers, leading attorneys, financial executives, and industry advisers.

Digital Strategy - Bridge Advisory, within initiatives to clients and institutions that build digital strategies, digital performance management, and technical capacities, has advised on brand management, coached digital strategies, initiated new digital products, designed placement initiatives for technology partners, and provided guidance on social media advertising, digital advertising design, and digital communications strategy. As an outreach of Bridge Advisory, numerous external corporate partners have been aligned with specific clients to identify how to improve digital behavior and eliminate structural problems that inhibit competitive strategies.

Our Founder - David Cooper, Chief Executive Officer of Bridge Advisory, has ten years of experience in investing and building businesses and holds master's degrees from Indiana University and an undergraduate degree from the University of Louisville. Mr. Cooper provides insight and resources for creating business brands and institutions and offers his thoughts to provide constant leadership, financial management, brand management, and performance training. Beyond Bridge Advisory, Mr. Cooper works with multiple nonprofit organizations to help promote civic and urban leadership, youth training, and literacy programs in Louisville, Kentucky.