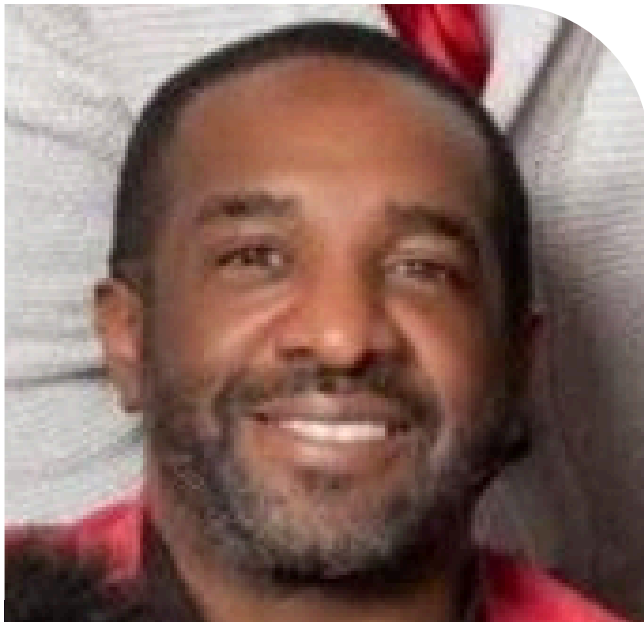




CEO, COO, SENIOR IT PROFESSIONAL

**JAMES
LOVETT**

Industry: IT Consulting, Critical Infrastructure Systems

Location: New Jersey, USA

About:

James Lovett is an accomplished Senior IT Executive with more than 25 years of experience in networking, cloud computing, and mission-critical technology solutions. As COO of TruFi DAO LLC, he has built a reputation for delivering high-level systems integration, cloud transformation, network infrastructure, and cybersecurity services for SMBs, healthcare organizations, and educational institutions.

Despite decades of technical mastery, James recognized that raising capital required a different kind of clarity and communication. He needed structure, positioning, and investor-ready packaging to unlock new levels of scale.

That's what led him to the **Elevation Group Coaching Program**.

<https://www.borjaconsultinggroup.com/>

CHALLENGES:

Before joining Elevation, James faced several obstacles that held back his ability to raise capital and scale effectively:

- **Lack of Clarity:** The value propositions weren't packaged in a simple, investor-friendly way.
- **No Capital Raising Framework:** He wasn't sure how much capital to raise or how to present the use of funds
- **Investor Confidence:** He wanted to strengthen his confidence when speaking with investors and partners.
- **Scaling & Positioning:** He needed a roadmap that made his companies look fundable—not just operational.

SOLUTION:

James enrolled in the Elevation Group Coaching Program, where he received hands-on strategy, frameworks, and mentorship from Dr. Jairo Borja.

Through the program, he was able to:

- **Define Capital Needs:** Create a realistic, strategic financial roadmap for the next 12–24 months.
- **Strengthen Positioning:** Shift from “I need money” to “I’m offering a structured, high-value investment opportunity.”
- **Build an Investor-Ready Framework:** Learn how to package pilots, articulate returns, communicate risk management, and structure investor conversations.
- **Gain Executive Presence:** Show up to investor meetings with clarity, confidence, and the mindset of a founder

RESULTS:

“James is now poised for significant growth and aligned for serious investor conversations.”

- ✓ He developed a clear capital-raising plan with specific use-of-funds, timelines, and projected returns.
- ✓ He built a structured plan for launching pilots, engaging investors, and scaling operations.
- ✓ He no longer feels like he’s “asking for a favor”—he’s offering access to a well-thought-out opportunity.

Testimonial from James Lovett (MrZamn)

“If you’re serious about raising capital or scaling, you can’t wing it. You might have the hustle and the ideas, but investors need clarity, structure, and confidence from you. Working with **Dr. Jairo Borja** and the **Elevation Group Coaching Program** gives you a way to organize your thoughts, shape your story, and approach capital raising like a professional. “



FROM COMPLEXITY TO CLARITY: HOW JAMES BECAME INVESTOR-READY

Tell us where you were before the program vs. now.

Before the Elevation Program, I had a lot of ideas and opportunities, but not a clear, simple way to package them for investors. I was juggling partnerships, projects, and day-to-day operations, and most of my “strategy” lived in my head or in scattered notes. I knew I wanted to raise capital and scale what I was building, but I didn’t have a real roadmap or language that made investors feel confident.

Now, I’m much more focused and intentional. I have a clearer picture of what my core offer is, who it’s for, how it makes money, and what kind of capital I actually need. I’m thinking in terms of pilots, use of funds, returns, and investor fit—not just “I need money.” I feel more prepared to talk to serious investors and position my business as an opportunity, not a favor.

How did you evaluate potential solutions, and why did you choose Dr. B and the Elevation Group Coaching Program?

I was looking for something that was more than just “motivation” or generic business advice. I wanted someone who understood real-world capital raising, investor psychology, and how to translate a vision into something fundable.

I chose **Dr. Jairo Borja** and the Elevation Group Coaching Program because:

- Dr. Borja speaks the language of both entrepreneurs and investors.
- He’s a true gentleman in how he communicates—respectful, patient, and direct at the same time.
- The program promised structure—frameworks, tools, and systems—not just feel-good quotes.
- His approach is about packaging, positioning, and strategy, not just “go hustle harder.”
- I wanted access to someone who had already walked this path and could point out what I didn’t know I didn’t know.

It felt like a real partnership in getting investor-ready, not just a course I would watch and forget.

What challenges were you facing that led you to seek a solution?

My biggest challenges were:

- **Clarity:** I had multiple moving parts and wasn’t sure how to explain them in a way that made sense to investors.
- **Structure:** I didn’t have a clear framework for a raise—how much to ask for, what it would be used for, and how to present that professionally.
- **Confidence with investors:** I’m comfortable building and executing, but I wanted more confidence talking to investors, family offices, and potential partners at a higher level.
- **Scaling:** I knew I needed outside capital to really grow, but I didn’t want to come across as disorganized or “not ready.”

Those gaps are what pushed me to look for a more structured solution and real guidance.

What were the key results or benefits achieved after implementing what you learned in the Elevation Group Coaching Program?

Some of the key results and benefits for me:

- **Clearer story:** I can now explain what my business does, who we serve, and why now is the right time—in a way that makes sense to an investor.
- **Defined capital needs:** Instead of a random number, I have a more grounded view of how much capital I need over the next 12–24 months and what it will be used for.
- **Better positioning:** I’m starting to think and speak like a founder who manages a portfolio of opportunities, not just someone “trying to get funded.”
- **Actionable next steps:** I walked away with concrete steps on packaging a pilot, tightening my offer, and moving toward investor conversations with intention.
- **Mindset shift:** I don’t feel like I’m begging for money. I understand I’m offering access to a well-thought-out opportunity, and that mindset alone has changed how I show up.

What would you tell someone considering a similar solution and assistance in raising capital or scaling their business?

I’d tell them this: if you’re serious about raising capital or scaling, you can’t wing it. You might have the hustle and the ideas, but investors need clarity, structure, and confidence from you.

Working with **Dr. Jairo Borja and the Elevation Group Coaching Program** gives you a way to organize your thoughts, shape your story, and approach capital raising like a professional. He’s a gentleman, but also very clear and straightforward about what needs to be fixed or improved. Dr. Borja helps you see your business the way an investor would—and that’s a game changer.

If you’re tired of feeling “almost ready” but not quite there, this kind of support is worth it. It will save you time, missed opportunities, and a lot of trial and error.