

BLUEPRINT TO ACCELERATE BUSINESS GROWTH

First Kernel created a multi-phase, multi-quarter business transformation blueprint to rapidly drive the growth of a mid market company to 5 times its current revenue.



Situation :

Our client found that its business model, value proposition, offerings and pricing were weakening, and no longer supported its future strategic and financial objectives. The leadership team wished to move the company beyond this inflection point swiftly and re-establish momentum, market position, pricing power, and profitability.

Solution:

Utilizing its industry leading expertise in business ecosystems analysis First Kernel constructed the *Ecosystem Portrait™* for the company. Our approach, relying on an outside, looking in view of the business, provided specific insights into the macro and micro trends impacting our client's business. These insights led to identifying the Opportunities and Threats facing our client's business over the next 3-5 years.

Next, we developed the *Future State Map™* for the business, wherein the client was able to examine several go-forward options for its business, each with associated business case and end-state. One go-forward option was selected.

We then created the *Business Blueprint™*, a detailed transformation plan with specific initiatives to establish the capabilities needed by the company to achieve end-state results.

Status:

Our client has already moved forward with its business transformation journey. First Kernel has assisted it, hands-on, in several transformation related initiatives.

KEY OUTCOMES

- Clarity regarding the strategic intent of the company's leadership team
- Comprehension of opportunities and threats to the business in its ecosystem during the next 3 to 5 years
- Awareness of capabilities needed to accelerate growth, revenues, margins
- A detailed business transformation blueprint to achieve end-state
- A new business model with a powerful value proposition for the target market

ABOUT FIRST KERNEL

First Kernel is a Business Transformation and Transaction specialist firm, serving mid market Enterprises and Investors. It brings together Capital Access, Strategy Formulation and Hands-on Execution to accelerate growth, revenues and profits.

First Kernel advisors are former entrepreneurs, C-level, M&A, Venture and Operations executives with 20 years of experience on average. In aggregate, the Company's advisors have led well over 30 transformation and transaction engagements impacting several billion dollars, in many industries.

For Investors, First Kernel's services address Sourcing, Closing and Creating Value in portfolio companies.

For Enterprises, First Kernel's services address Restructuring, Renovation and Globalization of businesses and LOBs.

FIRST KERNEL

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