BUSINESS RESTART INCUBATOR

SLK ONE

Why The Business Restart Incubator?

The unprecedented nature of the COVID-19 pandemic, and the speed with which the contagion has spread, has wrecked havoc on our lives and the economy. Across all industries, businesses did not have significant warning and were therefore ill-equipped to deal with the consequences.

Small-to-medium sized companies with lean resources have been impacted the most. Many are unclear on how to adapt and restart business as we return to normal or transition to a "new normal". There are no silver bullets or magic wand answers, but we can work through these uncharted waters together – in our Business Restart Incubator.

Do I Need Business Restart Incubator Support?

In all likelihood, YES. Here is a preliminary set of questions to think through regarding why an organization may need restart support:

- Has your primary business activity been adjusted or changed?

- Have you experienced any significant changes in terms of staffing, financial situation, or strategic direction?

- Will your business go back to the old ways or will these changes persist?

- Have you stopped or paused any expansion or M&A activity?

- Do you consider there to be opportunity for expansion or M&A activity?

- Are investors, equity sponsors, or other stakeholders applying pressure or asking difficult questions to which you may not currently have the answer?

The Business Restart Incubator is a suite of activities, processes, and planning – adapted for each *individual* application regardless of industry, size, or ownership structure – in a <u>collaborative incubator</u> with other companies, advisors, and experts.

WHAT IS THE BUSINESS RESTART INCUBATOR

Built upon the collective wisdom, experience, and proven track record, SLKone and its partners have developed a simplified five-step toolkit to assist organizations planning for and getting back on a new, post-COVID-19 track. The tools are sequenced to specifically restart businesses, navigate through uncertainty, and emerge from the impacts of the global pandemic.

Step/Phase	Description of Activities	Outcomes
1 Reflect and Shift	Deploying a data-driven approach, performance of the business and operational activities are assessed to identify the critical few drivers of value, volumetric and performance metrics, and other macro-economic influencers surrounding the business *(see Appendix for further details and examples).*	• Actionable analytics • Key business driver control center dashboard
2 Realign to the New Normal	Facilitated strategic course-correction sessions, leveraging Deliberate Thinking, are held with key leadership members. Data and analytics identified previously are shared to inform the discussion and hypothesize on business opportunities moving forward with a key focus on turning data into decisions on what is achievable.	• Facilitated scenario session • Aligned, updated business plans
3 Tactical Planning	Following from the realignment sessions, tactical planning activities begin with an eye for the future. Functional expertise, both internal and external, is tapped to identify critical path items and projects that must be stopped, started, or accelerated in order to execute on strategy.	• Key initiatives, projects, and owners • Initial project management prep
4 Operational Preparedness	Internal and external resources and stakeholders are rallied to communicate and prepare for the change. Change management best practices are driven by answering, "What's in it for me?", "Why should I care?", and progressing to "How can I help?" to bring life to the tactical plan.	• PMO established • Stakeholder alignment • Go-live prep
5 Execute Like a Start-Up	Program management efforts from the preparedness phase continue as experts assist with implementation and business execution efforts on identified projects ensuring goals and objectives are met, countermeasures are implemented as needed, and business restarts.	• Hands-on implementation • Business performance

Our team of dedicated consultants, advisors, and experts will work with our clients to drive business re-start efforts.

SLKone Reporting Technology Partner

BLUE MARGIN
The Dashboard Effect

SLKone Team

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JOHN HENSLEY Global Operational Excellence Professional

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DREW KRUT Operations Leader

SLKone will leverage Advisory Partners and/or our Technology Partner as required.

In this challenging economic climate, SLKone chooses to *PARTNER* with our clients through a fit-for-purpose pricing model; the focus of our collective efforts is on executing and restarting your business, not on payment.

In order to support our clients, our fit-for-purpose pricing includes a mix of:

- Traditional fee per hour
- Project based
- Outcome based

- Shared-savings
- Debt and/or equity arrangements

There is not a standard set of pricing as all clients and situations are treated in a bespoke fashion – reach out and let's have a discussion.

SEND US AN EMAIL
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GIVE US A CALL
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APPENDIX

An initial development and reporting dashboard will be made available, free-of-charge, reflecting an initial take on "Commerce Viability", inclusive of an overlay of a client's locations, shipment locations, etc. An example is shown below.

Reporting Goals

- Identify viability of specific locations (branches, clients, key markets) by operational crisis data

- Anticipate market turn-around to plan resource deployment

- Deployed Free of Charge for Qualifying Companies
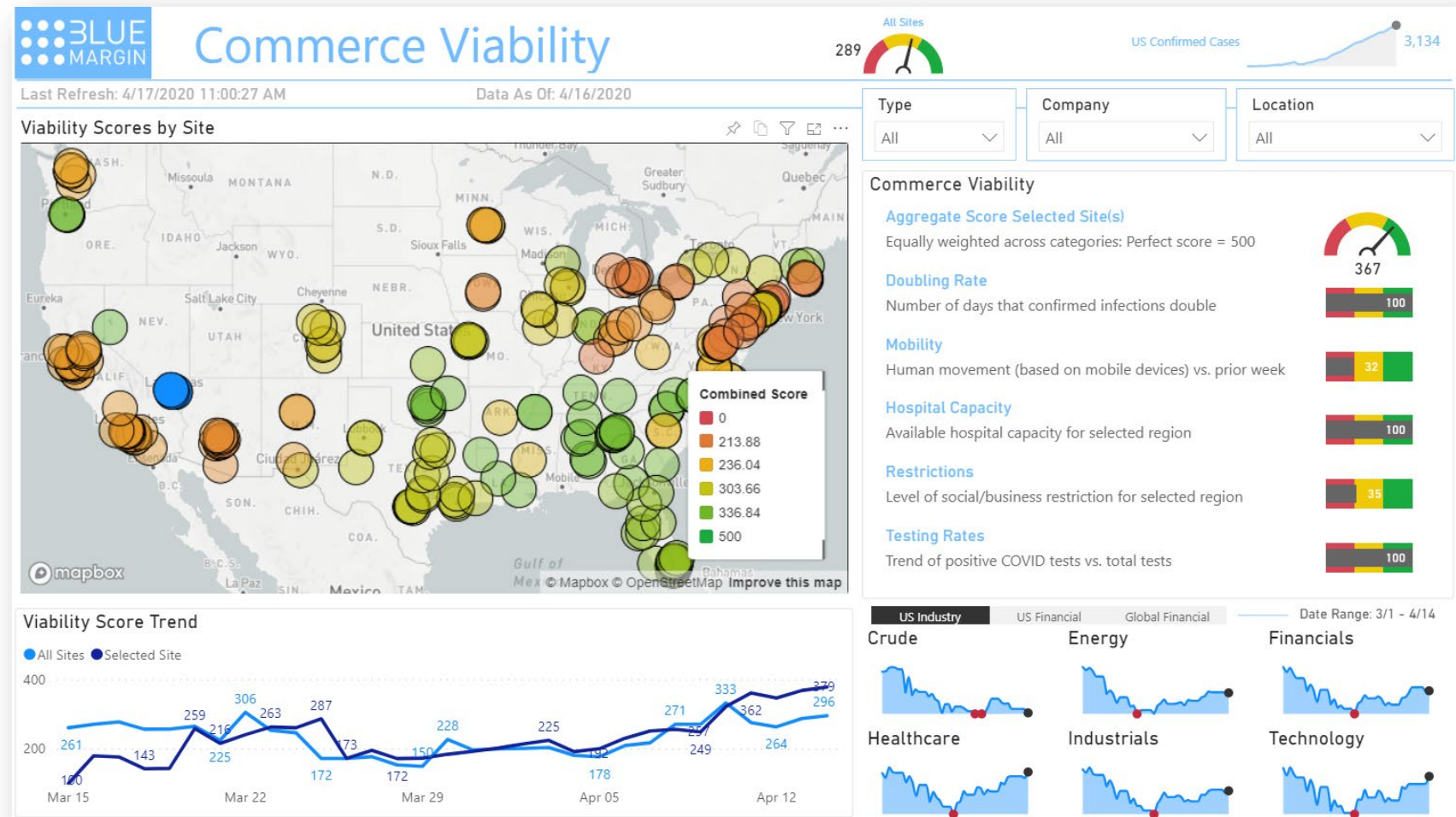
Depending on the needs of the organization, a Command Center Dashboard may be developed including additional drill-down capabilities to deep functional areas. This Command Center is intended to be deployed in a short, cost effective manner with minimal customizations required.

Reporting Goals

- The goal of the Command Center is to quickly stand up the reporting management teams needs to stay aligned on the most critical issues

- View real-time liquidity performance through a single pane of glass

- Drill through to actionable data by exception/KPI
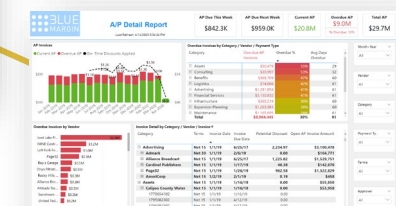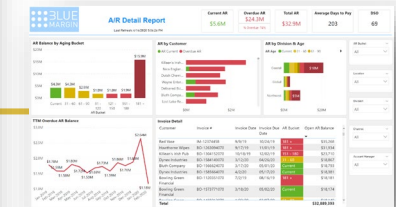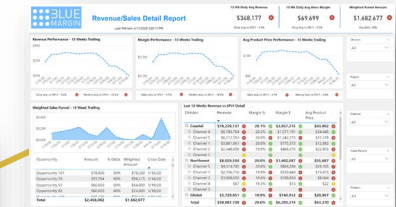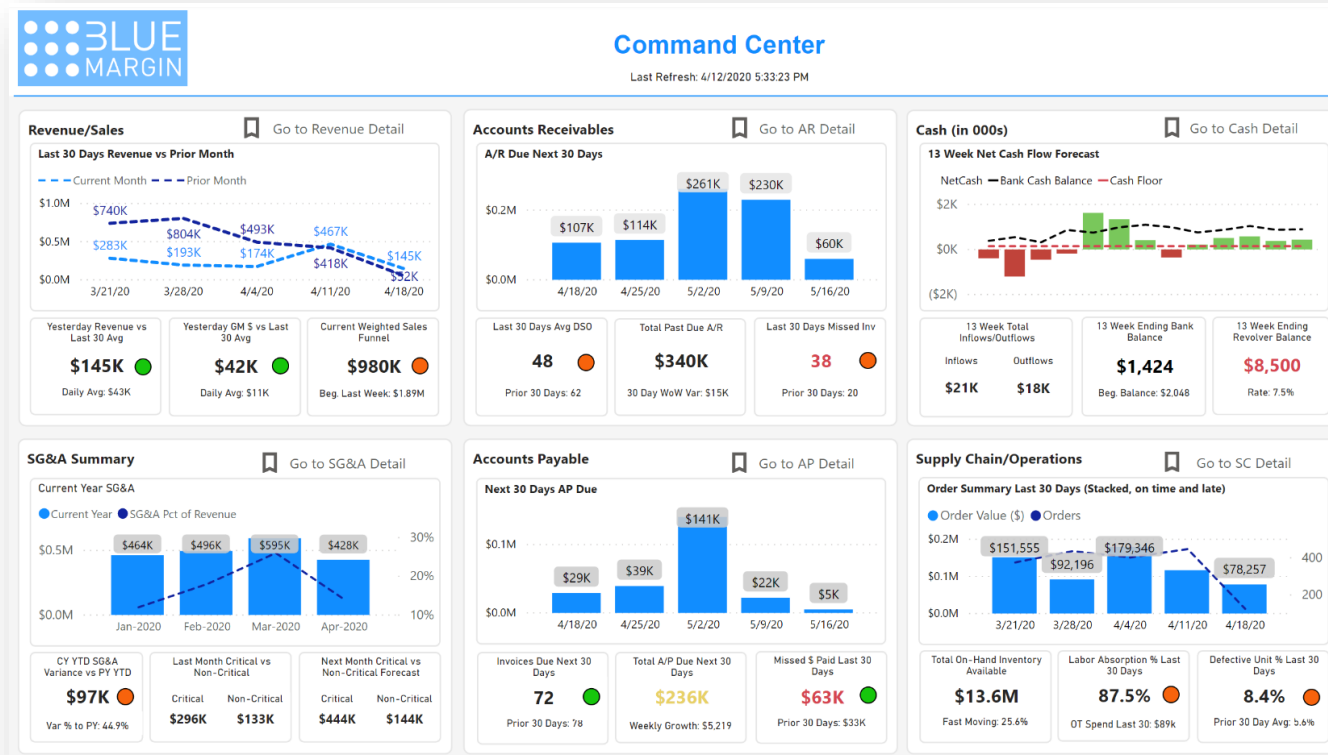
Additional reporting, data structuring, and analytics are available. This is intended as an example, built by our Technology Partner.