

MARGINS DRIFT. WE FIND WHERE.

60 days. Two to four levers. Fixed scope. Margin you can read in the P&L.

A 60-day diagnostic plus execution engagement. We listen first, then find the money in the first 30 days. The work is value creation, not cost cutting: surface the two to four levers that compound EBITDA and rerate the multiple, then drive the team to execute on them.

FOUR WORKSTREAMS, PARALLEL

01 · PRICING AUDIT

Finds the customers and products subsidizing the rest. Margin by customer, product, channel. The fix is targeted, not across-the-board.

03 · CUSTOMER SEGMENTATION

Which segments to grow, which to graduate. Real profitability, not just revenue. Acquisition cost vs. lifetime contribution.

02 · MARGIN RECOVERY

Inputs, vendors, labor allocation. Where unit economics have drifted because nobody refreshed the assumptions.

04 · OPERATING CADENCE

Weekly leadership meeting, monthly margin review, quarterly refresh. The team owns the numbers after we leave.

Value creation is not a cost-cutting exercise. It is finding the levers that compound EBITDA and rerate the multiple. We don't hand you a deck. We sit in the leadership meeting and drive what changes. Top two to four levers, ranked by margin and multiple impact, then executed.

WHAT'S DIFFERENT

THREE DIFFERENCES.



01 · NUMBERS AND EXECUTION

We don't hand you a deck. We sit in the leadership meeting and drive what changes.

02 · TOP 2 TO 4 LEVERS

Ranked by margin impact, then focused. Two to four levers beat the long list every time.

03 · 60 DAYS, FIXED SCOPE

Fixed scope, fixed timeline, fixed fee. Both partners involved throughout. No mystery.

SIX DELIVERABLES

Pricing and margin analysis.

Customer segmentation.

Operating cadence installed.

Ranked top 2 to 4 levers.

Vendor and input cost recovery plan.

Margin dashboard the team owns.

THE PATH IN

01

FREE

FOUNDATION CHECK

Bedrock Score on our website.
24-hour reply.

02

FREE

CORNERSTONE SESSION

30 to 60 min with both partners.
We name the binding margin constraint.

03

SPRINT

VALUE CREATION SPRINT

60 days. Two to four levers.
Operating cadence installed.

04

OPTIONAL

EMBEDDED OR HANDOFF

Move into Limestone Embedded, or check in quarterly.



JARED LUEGERS, CFA
FOUNDER & OPERATING PARTNER

Builder by instinct, operator by track record, investor by training. Founder of OWN Indiana. Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. From Jasper, Indiana.



RYAN ANOSKEY, CPA
CFO PARTNER

Finance-first operator. 13+ years in transaction due diligence, valuation, audit, and corporate finance. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

START WITH YOUR BEDROCK SCORE

**Under 10 minutes.
24-hour reply.**

Email jared@limestoneesp.com

Phone 317.820.2468

Web www.limestoneesp.com

BUILT IN INDIANA
BEDFORD LIMESTONE COUNTRY

FROM QUARRY TO CAPSTONE · MARGINS DRIFT. WE FIND WHERE.

Indiana's embedded CFO and Operating Partner firm