

VALUE CREATION SPRINT

# 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. Numbers and execution under one team, run by both partners.

*Value creation is not a cost-cutting exercise. It is finding the levers that compound EBITDA and rerate the multiple. The Sprint runs the analysis, ranks the levers, and installs the operating cadence to actually move the numbers. We don't hand you a deck. We sit in the leadership meeting and drive what changes.*

YOU KNOW MARGINS ARE SLIPPING

## WHAT WE ANALYZE.

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Four workstreams run in parallel over the 60-day sprint. The Sprint surfaces the levers, ranks them by margin impact, and installs the operating cadence to drive them in the leadership team meeting.

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01

### PRICING AUDIT

Finds the customers and products subsidizing the rest. Margin by customer, by product, by channel. Most owners discover that 20 to 40 percent of revenue runs below their target margin, and another 10 to 20 percent runs near loss. The fix is usually targeted, not across-the-board.

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02

### MARGIN RECOVERY

Inputs, vendors, and labor allocation. Where the unit economics have drifted because nobody refreshed the assumptions. Vendor concentration, contract terms, scrap and waste, labor mix. The kind of work that compounds across every transaction once it's fixed.

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03

### CUSTOMER SEGMENTATION

Reveals which segments to grow and which to graduate. Real profitability, not just revenue. Acquisition cost vs. lifetime contribution. The customer base often shifts inside 12 months once the data is visible to the sales team.

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04

### OPERATING CADENCE INSTALL

The cadence that keeps the wins after we leave. Weekly leadership meeting, monthly margin review, quarterly refresh. The team owns the numbers and the actions. We lead the meetings during the Sprint, your team owns them after.

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## WHAT'S DIFFERENT



# 3 WHY THIS WORKS.

### MONEY IN THE FIRST 30 DAYS

We listen first, then we find the money. In the first 30 days of the Sprint, the analysis surfaces the levers that pay back the engagement on their own. The remaining 30 are about installing the operating cadence that keeps the wins.

### VALUE CREATION, NOT COST CUTTING

Value creation compounds EBITDA and rerates the multiple. Cost cutting trims a line item and stops. We pick the levers that do both: improve the P&L this year and make the business more valuable when it sells.

### TOP 2 TO 4 LEVERS, NOT 20

We rank by margin and multiple impact, then we focus. Most teams get diluted by ten priorities. Two to four levers, well-driven, beat the long list every time.

### 60 DAYS, FIXED SCOPE

Fixed scope, fixed timeline, fixed fee. No mystery. The Sprint either delivers the levers or it doesn't. Both partners involved throughout.

## WHAT WE DELIVER

# SIX DELIVERABLES. ONE OUTCOME.

**Pricing and margin analysis** by customer and product.

**Customer segmentation** with grow / hold / graduate flags.

**Operating cadence installed** with the leadership team.

**Ranked top 2 to 4 levers** with quantified margin impact.

**Vendor and input cost recovery plan.**

**Margin dashboard** the team owns after we leave.

## STEPS · EACH EARNS THE NEXT

# 4 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 implement and  
check in quarterly.

THE PEOPLE BEHIND THE WORK

## MEET THE TEAM.



### JARED LUEGERS, CFA

FOUNDER & OPERATING PARTNER



Builder by instinct, operator by track record, investor by training. Grew the CFA Society of Indianapolis forum from ~120 to 350+ members at the Speedway and served two terms as president. Has run operations through a \$200M strategic sale and separately helped acquire a small Indiana operating business. Founder of OWN Indiana (The Indiana Owner-Operator Network). From Jasper, Indiana.

### RYAN ANOSKEY, CPA

CFO PARTNER



Finance-first operator. Builds the systems and runs them with you. 13+ years in transaction due diligence, valuation, audit, and corporate finance, including roles at Roche and Blue & Co. 100+ Quality of Earnings engagements and valuations delivered. From Evansville, Indiana.

### NEXT STEP

# START WITH YOUR BEDROCK SCORE.

Take the free, scored Foundation Check on our website. We'll respond within 24 hours and name the binding margin constraint in your business. The Sprint runs 60 days from kickoff.

### CONTACT

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