



Venture Werks

Startup to SMB Revenue & Operations Leadership

dean@venturewerks.com

888.687.0888

www.venturewerks.com

Revenue Analysis

A Venture Werks Revenue Analysis is where many new relationships begin. The goal is to rapidly identify initiatives that can provide near-term margins that will make investing in long-term improvements viable. This involves evaluating a business along several key dimensions:

Strategy - Is the business aligned with leadership's mission and vision?

Sales - What are the right sales targets and methods to convert to reach goals?

Marketing - How does marketing support and enhance the business' strategy and sales.

Business Development - What opportunities are in place and where can added value be found?

People - Does the business have the right team and structure to gain maximum results?

Process - Is there rigor and do the methods used support achieving sales/ other goals?

Systems - Is the information needed to honestly and accurately assess and manage the business available?

Revenue & Ops Leadership

Venture Werks brings deep experience and best practices to help build and sustain profitable growth for small- to mid-market businesses in diverse industries. We work at all times to identify the key ingredients to successful growth strategies, constantly learning, innovating, responding to new research, changing market conditions, emerging technologies, etc.

Our approach is to peer with business leadership, providing the perspective and clear-headed analysis that can only come from professionals who place profitable growth and overall business fitness as their primary objective.

Process

While no two businesses are identical, Venture Werks often engages by performing a one-to-four day Review Analysis. This work offers a low-risk way to get a critical review of business health and a roadmap for value creation. We deliver Situation Analysis, Strength, Weaknesses, Opportunities and Threats



analysis, Competitive Overview and a Revenue Plan that set out immediate, near-term and longer-term revenue enhancement opportunities. What happens next depends entirely on business leadership's assessment of our findings and our mutual belief that Venture Werks' continued involvement is in the best interest of the business.

If the decision is made to move forward, Venture Werks goes well beyond analysis and recommendations by taking an active, hands-on role in helping a business regain its vitality. This approach offers small- to mid-market businesses access to deeply experienced and accomplished resources during times of significant transition and at a value that makes it a highly attractive way to navigate the most vexing issues impacting success.

About Venture Werks

Venture Werks is a revenue and operations leadership firm founded in 1999. We have developed extensive skills and the relationships needed to address your most critical business challenges.

Dean A. Rutter



Dean is a broadly experienced business leader who has spent the past 20 years founding and building businesses from concept to exit after spending 10 years with **Accenture**. He has founded five businesses, including **Apartments.com**, and has worked with C-level leadership so he understands growth businesses,

entrepreneurs, owners and founders. Dean has also raised private and institutional capital, invested and sat on private company boards so he understands investors as well as held recurring roles at Northwestern's Kellogg School of Management. To learn more, visit www.venturewerks.com).