

PROFIT ISLE

PROFIT ACCELERATION SOLUTIONS

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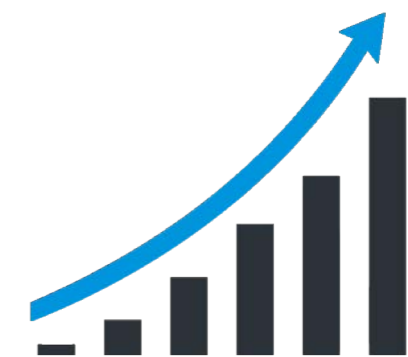
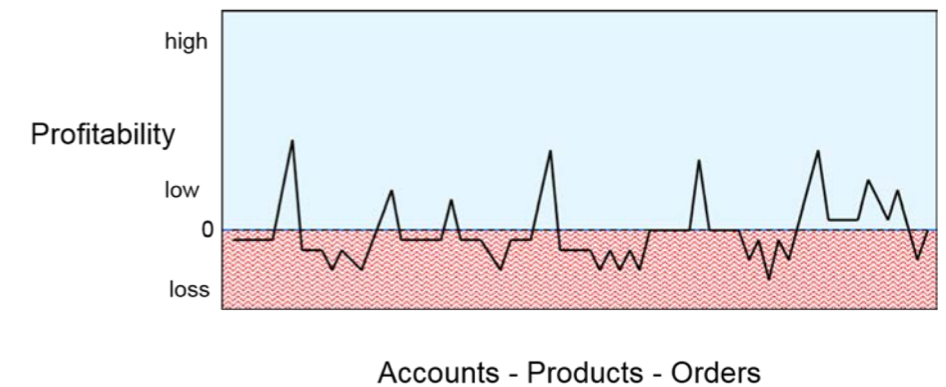
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WHAT WE DO

- **Create** a P&L for every invoice line to uncover hidden profit opportunities
 - Gross margin is not correlated with net profits
- **Identify** your profit peaks and profit drains
 - Customers, products, operations, channels
- **Define and prioritize** your profit levers and profit opportunities
 - Across your whole business
- **Implement** a concise set of profit improvement processes
 - Immediate and ongoing profit acceleration
 - 10-30% year-on-year sustained profit growth
 - Dominant competitive position in your transforming industry

Islands of Profit in a Sea of Red Ink



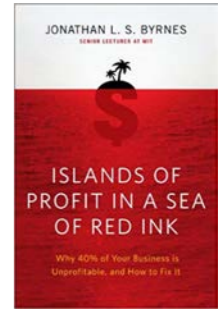
PROVEN RESULTS: ACCELERATED PROFITS ON OVER \$100 BILLION OF CLIENT REVENUES



Islands of Profit in a Sea of Red Ink

Inc. Magazine Best Book for Business Owners

By Jonathan Byrnes, MIT Senior Lecturer



In the corporate world, MIT's Jonathan Byrnes is the go-to man for one reason: he can figure out where the profit is and where it isn't... In short – he knows what he's talking about.

— Gloria McDonough-Taub, CNBC.com



...practical advice that will help organizations unlock their profit potential without costly new initiatives. Companies interested in making more money from their existing operations will benefit from his insights.

— Ron Sargent, CEO, Staples



...very important thought leadership that has helped shape...the development of Accenture's business consulting practice.

— Bill Copacino, Former Group CEO of Accenture's Business Consulting Practice



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Co-founded in 2014 with John Wass '99

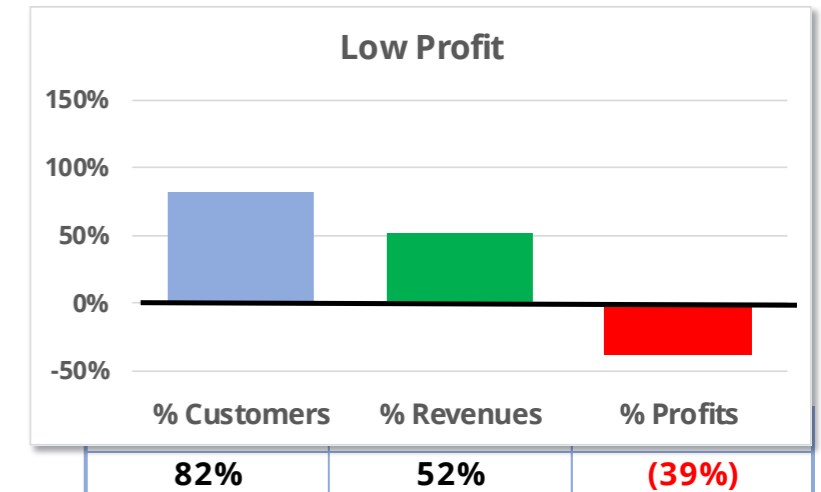
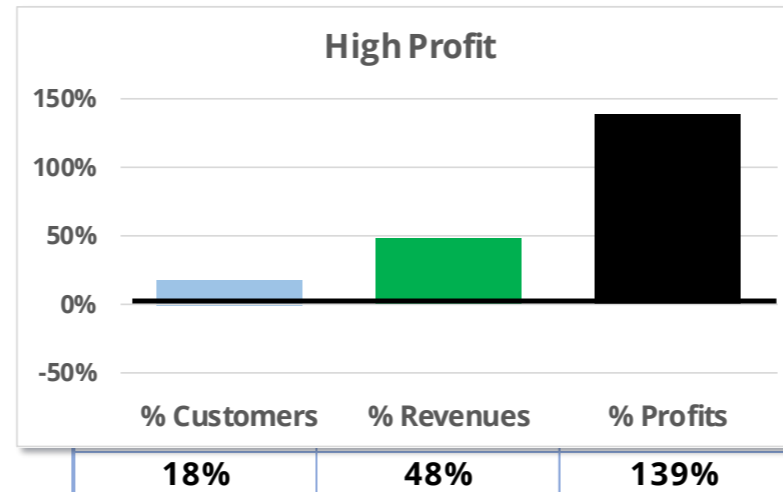
BIGGEST PROFIT LEVERS ARE HIDDEN FROM TRADITIONAL METRICS

Traditional Metrics

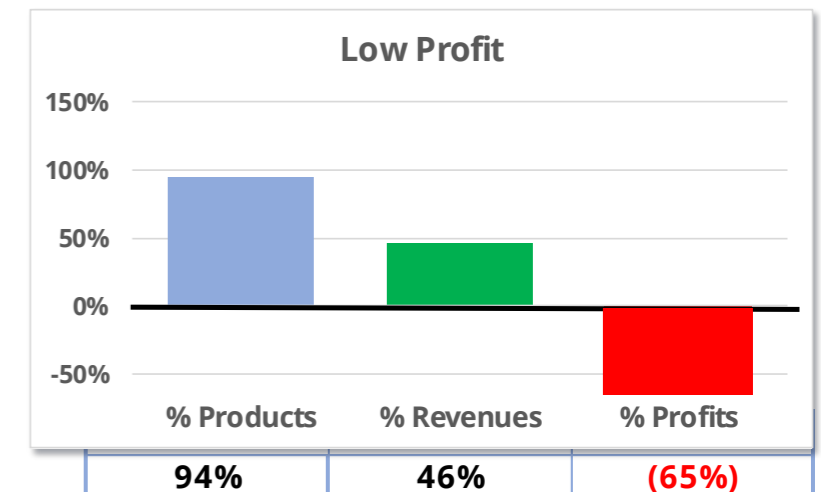
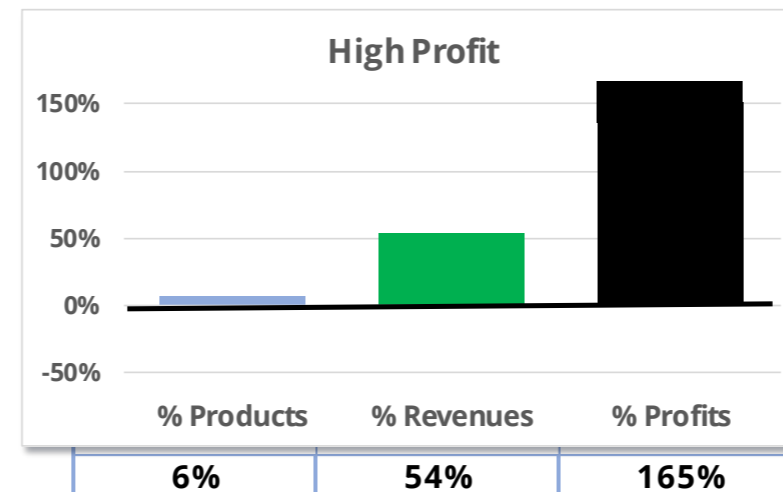
Revenue
- COGS
<hr/>
Gross Margin
- Operating Costs
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Contribution Margin
- G&A
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Net Profit

Profit Isle Profit Landscape

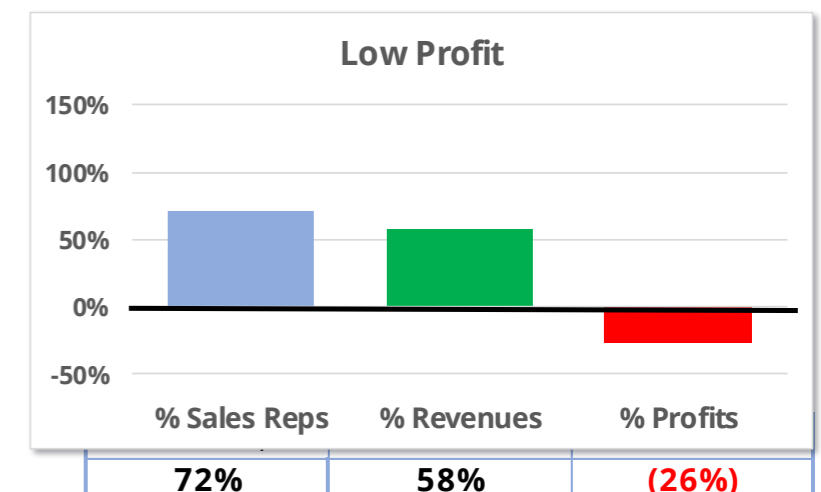
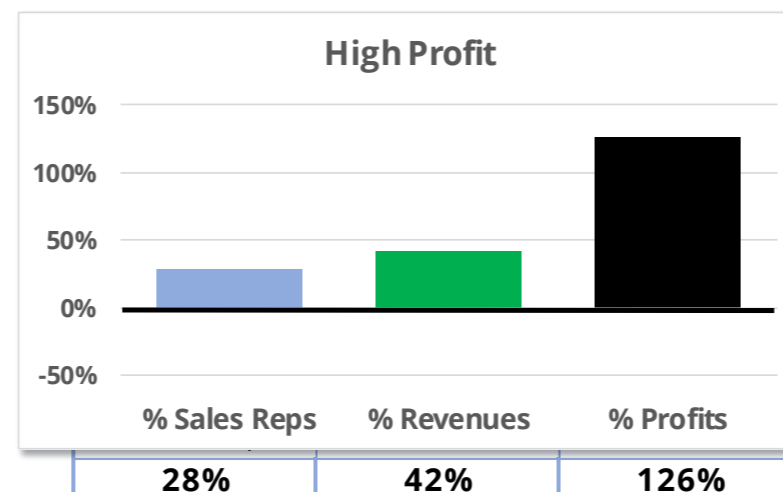
Customer Overview



Product Overview



Sales Rep Overview



PROFIT LEVERS

- Identify and quantify profit opportunities across your whole company
- Systematically move all your activities up to company best practice – most improvements do not require large-scale change

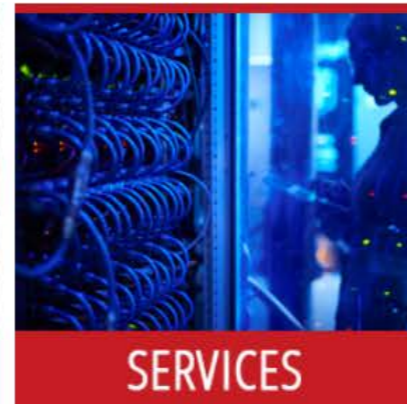
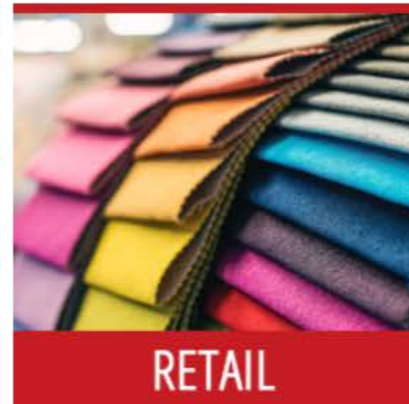
Example profit levers

- Account selection and management
- Product performance
- Sales rep performance
- Inventory performance
- Vendor performance
- Pricing and contracting
- Revenue per line
- Product mix by customer type
- Cost to serve (by element)
- Product flow supply chain (e.g. direct ship vs. DC)
- Data-grounded strategy analysis and management
- Data-grounded risk analysis and management



EVERY BUSINESS HAS HUGE, UNTAPPED PROFIT POTENTIAL

Our clients are most often complex, multi-channel, multi-division organizations with revenues between \$250M and \$45B



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