Welcome to

Advanced Textiles EXPO®

ORGANIZED BY ATA



Built To Last

Adding Value to Your Business

Charlene Clark, IFM
Signature CanvasMakers





Advanced Textiles EXPO®

Building a Strong Foundation

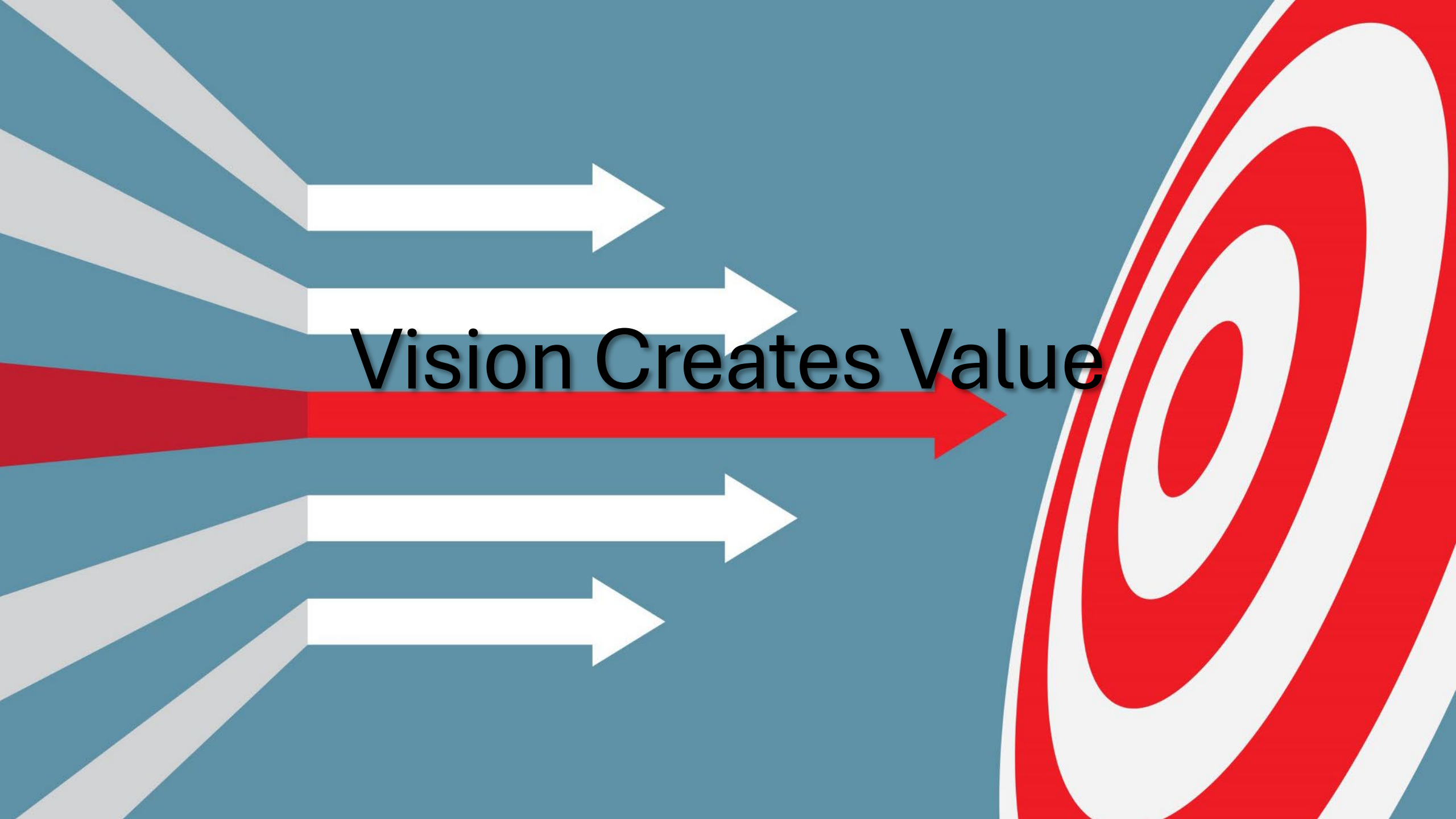
- Vision
- People
- Processes
- Data/Measurables
- Financial Footing



What Makes a Business Valuable?

- Growing Industry
- Growing Brand
- Multiple Territories
- Consistent Growth (3 yr look-back)
- Customer Diversity
- Infrastructure & Team
- Owners Work ON their business not IN it




Vision Creates Value

Elements of a Successful Vision

FUTURE FOCUSED

CLEAR AND SPECIFIC

COLLABORATIVE

FLEXIBLE & ADAPTABLE

SPECIFIC & MEASURABLE

PURPOSE-DRIVEN



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VISION

2026

CORE VALUES

- **People Matter:** Team-Oriented, Customer-Focused, Trust-based Relationships
- **Do The Right Thing:** Honesty, Integrity, Accountability, Do What You Say
- **Better Every Day:** We grow every day as a team personally and professionally
- **Excellence Always:** Attention to Detail, Consistency, Discipline

CORE FOCUS™

Our Purpose / WHY:

- **Fabricating the Future**
  Fabricating and elevating quality of life for our business, our team, and our customers.

Our Niche:

- Designing and manufacturing textile solutions

CORE TARGET™

$10 million gross revenue by 2032

- **To be a small, elite, profitable company**

MARKETING STRATEGY

Target Market/ "The List":

- Government/Military/Commercial
- Boat Dealers, Yards & Builders
- Top-Tier Recreational
- Within a 90-minute drive

Three Uniques™:

1. Quality Solutions
2. 3D Design
3. When you need it

Proven Process:

- Quote > Consultation > Design > Fabricate > Install > Follow-up

Guarantee:

- We're not happy until you are

3-YEAR PICTURE™

Future Date: December 31, 2028

Revenue: $2.5 Million

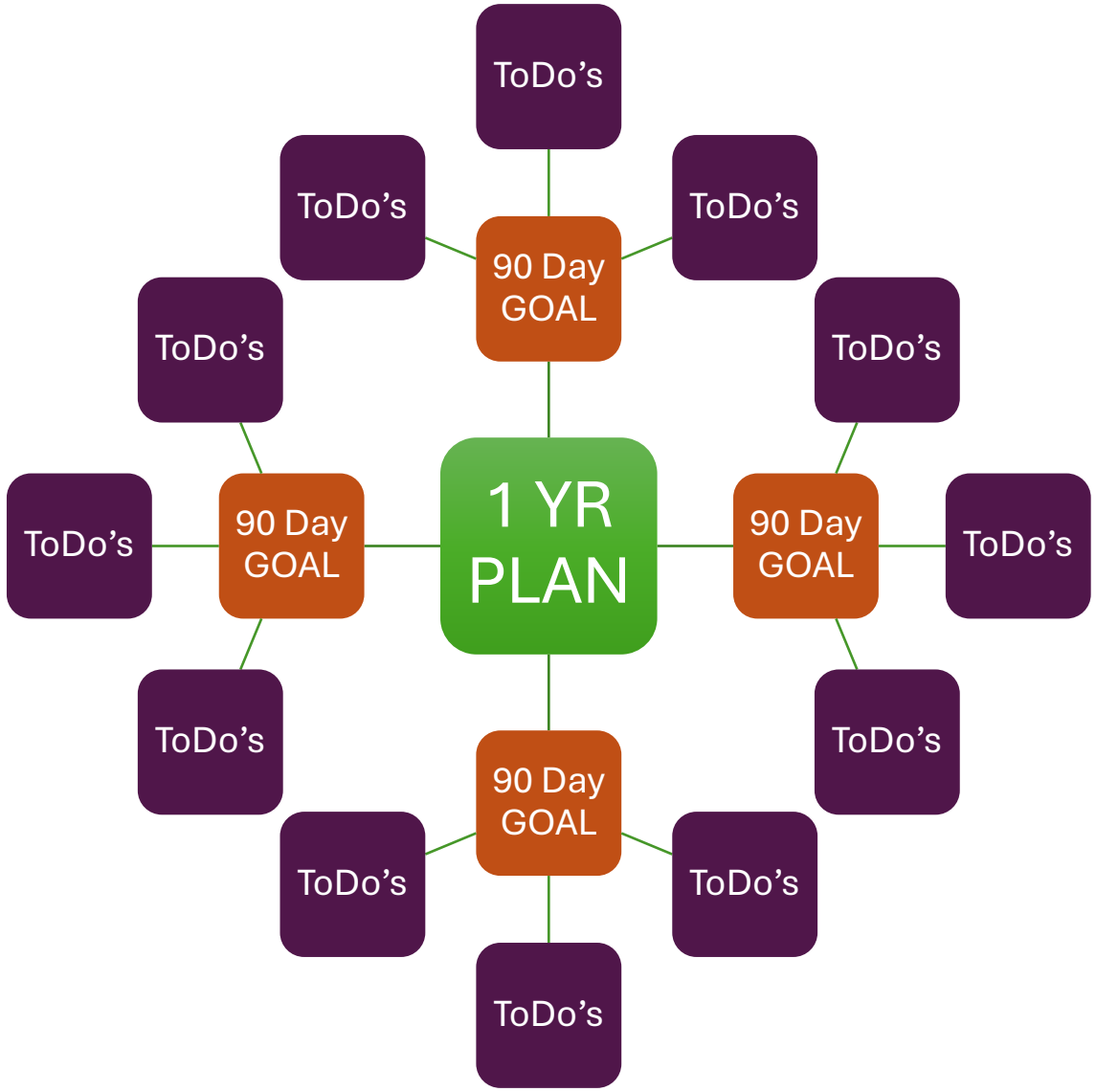
Profit: $375K (15% PM)

Measurables: 35 Partners

What does it look like?

- 15 RPRS
- Repurposed current location
- Core processes defined and FBA
- E-commerce store for repeatable items
- Enhanced benefits for employees (i.e. medical)
- Cutting table upgraded
- Focused marketing strategy for all target markets
- Chandler – Visionary Role only
- Stephen – Operations Role only
- Charlene – Integrator Role only

From Vision to Execution



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BUSINESS VALUE SCORECARD

How transferable, scalable, and less owner-dependent is your business?

Rate each area from 1-5: 1 = Reactive / owner-dependent | 3 = Developing / partly consistent | 5 = Repeatable / measurable / transferable

VISION

- We have a clear picture of what success looks like in 1-3 years.
- Our priorities and goals are specific, measurable, and understood by the team.
- Our target market, core focus, and competitive differentiators guide decisions.

YOUR SCORE

1 2 3 4 5

Circle one



PEOPLE



Right People, Right Seats



- Share your core values & code of behavior
- Fit your culture
- Consistently excel
- Get it, Want it, AND have the Capacity (mental, physical & emotional) to do it

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High Performing Teams



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PEOPLE

- We have the right people in the right seats and they fit our core values.
- Roles, expectations, accountability, and decision authority are clear.
- The business can function without the owner being involved in every decision.

YOUR SCORE

1 2 3 4 5

Circle one



Processes



Processes

CONSISTENCY, CONTROL AND QUALITY

SAVES TIME, MONEY, LABOR, AND MATERIALS

DOCUMENTED

FOLLOWED BY ALL

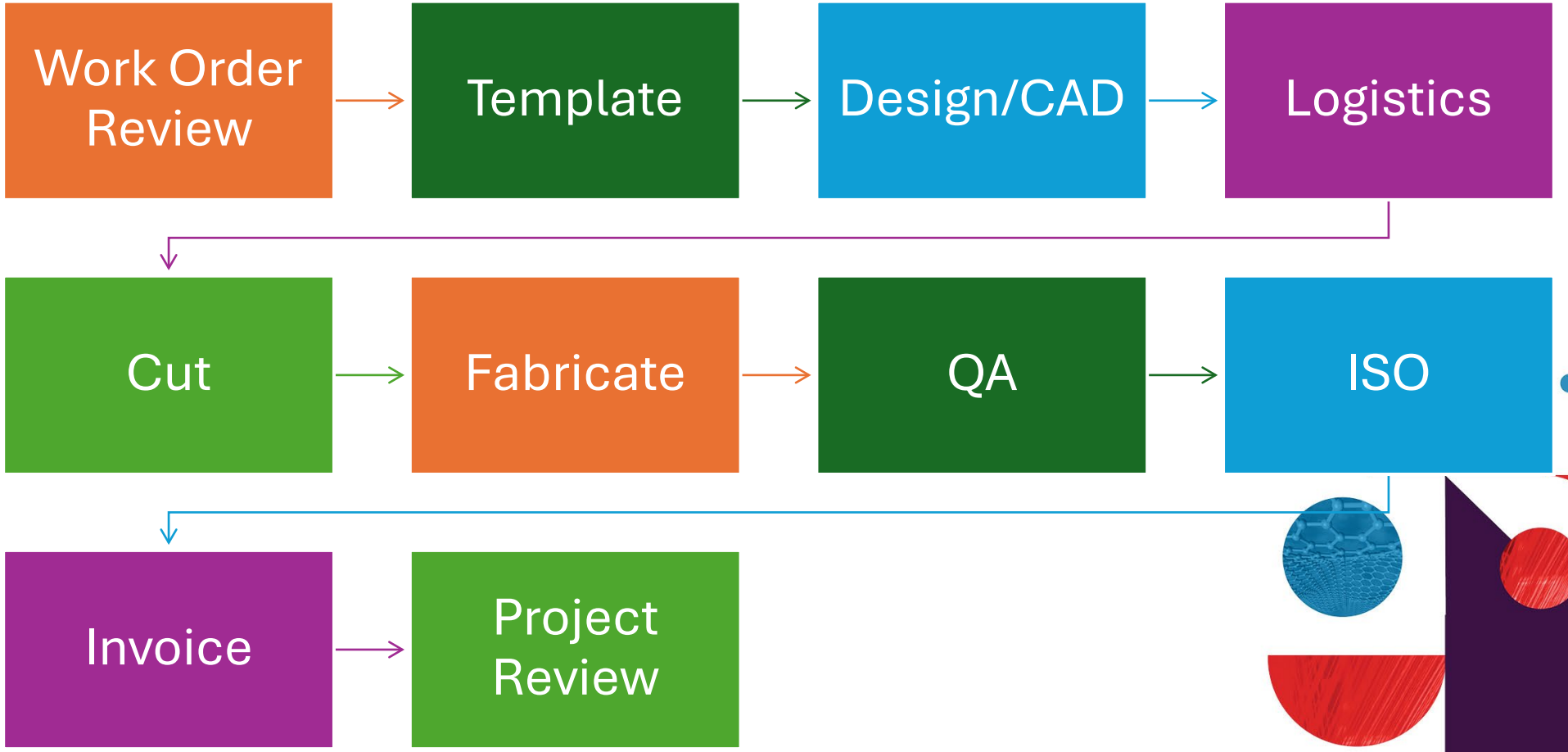


Identify Core Processes

- Human Resources
- Marketing
- Sales/Customer Service
- Operations
- Accounting
- Customer Retention



The Operations Process



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Document Your Processes

Processes

Create step-by-step training manuals that outline your company's standard operating procedures (SOPs).

Import documents | View templates



View by all content | Sort: Training order | Search subjects | Filter

Products List (Subject)	Full access • Published • Updated February 15, 2025	Process	1 group
Tops	Full access • Published • Updated August 13, 2025	Process	3 groups
Dodgers	Full access • Published • Updated August 08, 2025	Process	3 groups
Covers	Full access • Published • Updated July 24, 2025	Process	3 groups
Enclosures	Full access • Published • Updated August 13, 2025	Process	3 groups
Repairs	Full access • Published • Updated July 07, 2025	Process	Share with groups
Cushions / Upholstery	Full access • Published • Updated May 12, 2025	Process	3 groups
Customer-Specific Products	Full access • Published • Updated August 12, 2025	Process	3 groups
Flooring	Full access • Published • Updated October 03, 2024	Process	2 groups
Misc Products	Full access • Published • Updated July 07, 2025	Process	4 groups
QA Checklists	Full access • Published • Updated November 17, 2021	Process	3 groups

BUSINESS VALUE SCORECARD

How transferable, scalable, and less owner-dependent is your business?

Rate each area from 1-5: 1 = Reactive / owner-dependent | 3 = Developing / partly consistent | 5 = Repeatable / measurable / transferable

PROCESSES	• Our core processes are documented at a useful, practical level. • The team follows the same process so quality and customer experience are consistent. • Training and onboarding are repeatable rather than dependent on one person.	YOUR SCORE 1 2 3 4 5 *Circle one*



Data/Measurables

Company Scorecards

Anything measured and watched can be improved

Finger on the pulse of your business

Allows you to be more responsive to fixing problems/concerns

Assign accountability and goals

Review weekly: On-Track/Off-Track

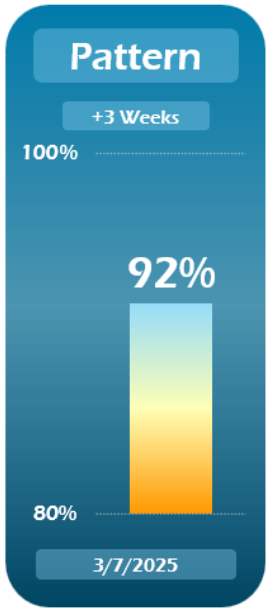


Team Measurables

- Everyone has a number
- Cuts out subjective opinions
- Creates accountability / Sets expectations
- Provides clarity
- Creates commitment
- Creates competition AND teamwork
- Produces results

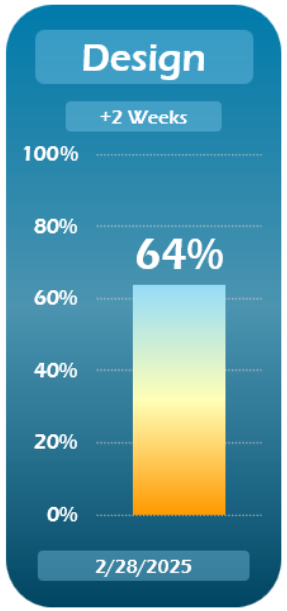


Team Thermometer



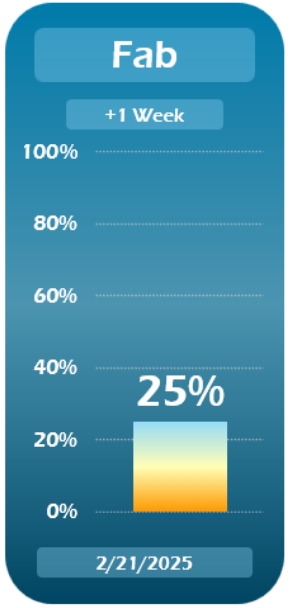
Name	Planned	Status
Aiken (NWY) - Rep HD 11/11	12/20/2024	Ready
Brinsfield (COB) - MODS	12/20/2024	Complete
Salty Creek Hatteras 58 - Cus	12/20/2024	Complete
Wilt (SHOP) - Enc	12/20/2024	Complete
SA-Tech/CTC MKV 9604 (V-47) - Top,Top,Enc	12/20/2024	Complete
SHBW Sabre 45 #105 - Cov	12/20/2024	Complete
SHBW Nordhaven 68 "Vesper" - Covs	12/27/2024	Complete
McAllister (SHBW) - Covs	12/27/2024	Complete
ITL Solutions (SHOP) - Tool Kit	1/3/2025	Complete
ITL Solutions (SHOP) - Watchstanding Pouch	1/3/2025	Complete
SHBW Spencer 62 "Fender Bender" - Headliner HD 1/10!!	1/3/2025	Complete
QinetiQ (SHOP) - Windscreen Mat Kit	1/10/2025	Complete

Name	Planned	Status
Shoemaker (RES) - Cov	1/17/2025	Ready
Norton Jen 410 #425 (Henry Comp) - Bim,Dod,Conn,Cover	1/17/2025	Ready
Gilliam (YRYH) - Cus	1/17/2025	Ready
Smith (RES) - Patio Enc	1/24/2025	Ready
Starosta Albin 36 (HYC)	1/24/2025	Ready
Crawford (RES) - Cov	1/24/2025	Ready
SHBW Viking 64 "Don't Panic" HD! 1/31	1/31/2025	Ready
Legasea Regulator 23 - Cus	1/31/2025	Ready
Dodson (FW) - EncX2	1/31/2025	Ready
Schrade (SYC) - Rep	2/7/2025	Ready



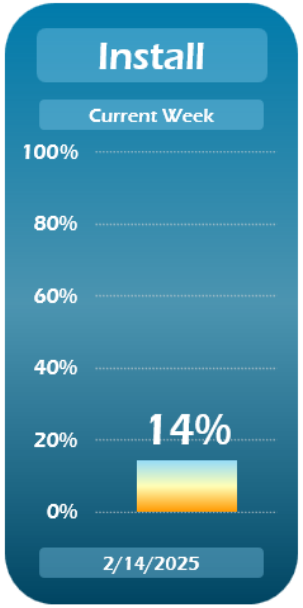
Name	Planned	Status
Aiken (NWY) - Rep HD 11/11	12/20/2024	Pattern Team
SHBW Nordhaven 68 "Vesper" - Covs	12/27/2024	Ready
ITL Solutions (SHOP) - Tool Kit	1/3/2025	Ready
ITL Solutions (SHOP) - Watchstanding Pouch	1/3/2025	Ready
Brinsfield (COB) - MODS	12/20/2024	Complete
Salty Creek Hatteras 58 - Cus	12/20/2024	Complete
Wilt (SHOP) - Enc	12/20/2024	Complete
SA-Tech/CTC MKV 9604 (V-47) - Top,Top,Enc	12/20/2024	Complete
SHBW Sabre 45 #105 - Cov	12/20/2024	Complete
McAllister (SHBW) - Covs	12/27/2024	Complete
SHBW Spencer 62 "Fender Bender" - Headliner HD 1/10!!	1/3/2025	Complete

Name	Planned	Status
QinetiQ (SHOP) - Windscreen Mat Kit	1/10/2025	Ready
Chagnon (SHBW) - Enc HD 1/31!!!	1/31/2025	Ready
Riley (SHBW) - Cov	1/31/2025	Ready



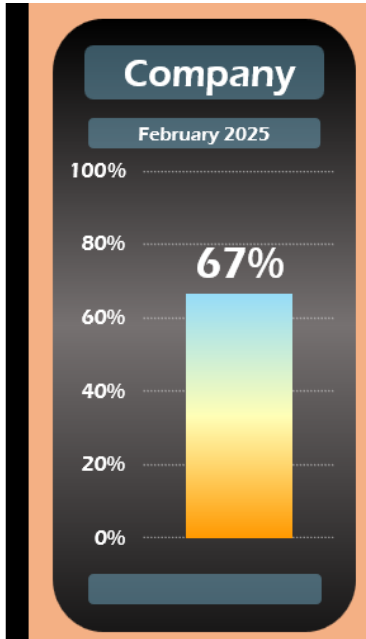
Name	Planned	Status
Brinsfield (COB) - MODS	12/20/2024	Ready
Wilt (SHOP) - Enc	12/20/2024	Ready
SHBW Sabre 45 #105 - Cov	12/20/2024	Ready
Aiken (NWY) - Rep HD 11/11	12/20/2024	Pattern Team
SHBW Nordhaven 68 "Vesper" - Covs	12/27/2024	Design Team
McAllister (SHBW) - Covs	12/27/2024	Ready
Salty Creek Hatteras 58 - Cus	12/20/2024	Complete
SA-Tech/CTC MKV 9604 (V-47) - Top,Top,Enc	12/20/2024	Complete

Name	Planned	Status
SHBW Spencer 62 "Fender Bender" - Headliner HD	1/3/2025	Ready
Lawson (RES) - Cov	1/17/2025	Ready
BGW - Pantheon Headrest	1/24/2025	Ready



Name	Planned	Status
Brinsfield (COB) - MODS	12/20/2024	Fab Team
Salty Creek Hatteras 58 - Cus	12/20/2024	Ready
Wilt (SHOP) - Enc	12/20/2024	Fab Team
SA-Tech/CTC MKV 9604 (V-47) - Top,Top,Enc	12/20/2024	Ready
SHBW Sabre 45 #105 - Cov	12/20/2024	Fab Team
Aiken (NWY) - Rep HD 11/11	12/20/2024	Pattern Team
MHI Picnic Enc - Enc		Complete

Name	Planned	Status
McKown (RES) - FU	1/31/2025	Ready
Sutton (HM) - Install	1/31/2025	Ready



Name	Planned	Status
Brinsfield (COB) - MODS	12/20/2024	Fab Team
Salty Creek Hatteras 58 - Cus	12/20/2024	Install Team
Wilt (SHOP) - Enc	12/20/2024	Fab Team
SA-Tech/CTC MKV 9604 (V-47) - Top,Top,Enc	12/20/2024	Install Team
SHBW Sabre 45 #105 - Cov	12/20/2024	Fab Team
Aiken (NWY) - Rep HD 11/11	12/20/2024	Pattern Team
SHBW Nordhaven 68 "Vesper" - Covs	12/27/2024	Design Team
McAllister (SHBW) - Covs	12/27/2024	Fab Team
SHBW Bristol 38 "Sea Fever" - BimMODS		Complete
BGW Flying Machine - Hinge Cover Prototype		Complete
Darling (HYC) - Rep		Complete
Longfield (SHOP) - Rep		Complete
SHBW Holton 59 "Short Rigger" - Cus		Complete
AYB Hatteras 70 Lady Luck (AYB) - MODS HD! 12/3		Complete
BGW Tempesto - Headrests		Complete
SHBW Holton 59 "Short Rigger" - Rep		Complete
Alexander (SYC) - Bim HD 12/5!		Complete
BGW - Pantheon Prototype		Complete
MHI Picnic Enc - Enc		Complete
SHBW Viking 38 - Bag		Complete
BGW - Tradewinds		Complete
BGW - Bumper Cars		Complete
BGW - Log Flume		Complete
Munson (SHOP) - Screen HD 12/20!!		Complete
Burns (SH) - Rep		Complete

BUSINESS VALUE SCORECARD

How transferable, scalable, and less owner-dependent is your business?

Rate each area from 1-5: 1 = Reactive / owner-dependent | 3 = Developing / partly consistent | 5 = Repeatable / measurable / transferable

DATA / MEASURABLES	• We review a small set of leading indicators that give us a weekly pulse on the business. • Teams and key roles have clear numbers or outcomes they are accountable for. • We identify problems early enough to correct them before they show up on the P&L..	YOUR SCORE 1 2 3 4 5 *Circle one*



Financial Footing



Common Cash Flow Problems

- High Overhead
- Low Profitability
- Expanding Too Fast
- Unexpected Expenses
- No Working Capital
- High A /R
- Seasonality

Funding Sources

Traditional

- Loans
- Line of credit

Non-Traditional

- Grant programs
- Crowdfunding
- Angel Investors
- Venture Capitalists



Be Prepared

- Purpose of the loan
- Strategic Plan / Vision
- Historical financial data – 3 to 5 years
- Financial Projections
- Legal business documentation



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FINANCIAL FOOTING	• We understand profitability and cash flow - and actively manage both. • We plan for working capital, A/R, seasonality, and unexpected expenses. • We have the financial visibility and funding options to make strategic investments.	**YOUR SCORE** **1 2 3 4 5** *Circle one*

Your strongest value driver: _____ **TOTAL: ____ / 25**



Business Value Scorecard

BIGGEST VALUE GAP	*What weakness is costing you the most time, money, opportunity, or stress?*
90-DAY ACTION	*What is one concrete improvement you will make in the next 90 days?*
OWNER / MEASURE	*Who owns it, and what number or result will tell you it improved?*
FIRST STEP	*What will you do in the next 7 days to get started?*



Don’t Predict Your Future
Create it!

- Aligning vision, strategy, and execution
- Build a strong team
- Strengthen your foundation
- Know your numbers
- Secure long-term funding sources



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