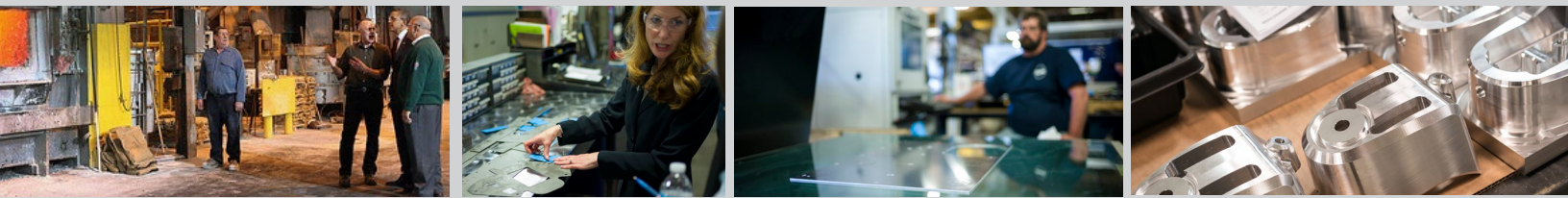
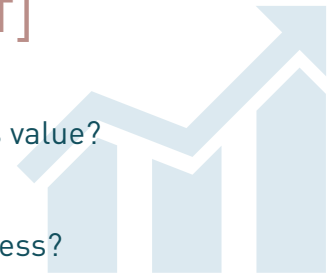




WISCONSIN MANUFACTURING  
EXTENSION PARTNERSHIP

# PRA™ [PROFIT RISK ASSESSMENT]

Is your leadership team aware of and focused on what protects and drives value?  
How does your company stack up on to the factors that drive value?  
What factors pose a risk to the profitability and future value of your business?



The WMEP's PRA™-Profit Risk Assessment defines the factors that drive profitability and valuation for your organization. It helps you identify and proactively manage risks relative to your company's continued profitability and valuation.

Businesses are typically valued with a multiplier of EBITDA. This multiplier is driven by the industries businesses operate in, their current/past levels of profitability, and by how well they manage risks that could affect their future profitability.

Our Business Growth expert will facilitate a discussion with your organization's leaders that evaluates your company's performance and risk relative to these factors. These evaluations are validated with your team, and upon completion of the assessment you will receive a 2-page summary report of the session findings complete with follow-up recommendations.

**PRA™** – benefits include:

- Focuses attention on the factors that drive profitability and value in your organization
- Reaching consensus within your leadership team on areas of greatest opportunity and risk
- Identification of specific actions you can take to improve your organizations profitability and overall value
- Low cost, high value evaluation
- Quick and easy to complete

## OUR GUARANTEE

**We are so confident that your organization will find our PRA™ or PRA™ PLUS valuable that we guarantee it. If you aren't satisfied that participating in our PRA™ was beneficial to your organization, we will refund the cost of the assessment.**

# We're successful because we want the same things you do including:



**Cost & Efficiency** - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



**Growth** - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



**Winning Culture** - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



**Certification & Compliance** - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

## WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our talented staff of experienced manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.

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