Impact Washington
Building Better Companies
The Challenge

• The U.S. has long been the world's largest market for wood and wood products, fueled by its demand for wood-frame housing.
• But forest product markets are changing, both in terms of where the products originate (domestically or abroad), and what products are being produced and consumed.
• Source changes are being driven by globalization trends, technology advancements, and demographic issues.
Deliverable -

• CoreValue Needs Assessment
  • 50 company assessments with value gap range identified along with top five areas for improvement
  • 16 company assessments with value gap identified along with a prioritized list of quantified tasks covering 18 key drivers of value. A recommended list of action items for the top value gap items and ease of implementation items.
  • 5 Project Result Reports focused on impacts related to either operational efficiencies or growth metrics.
Results & Recommendations

- Development of programs to support SME for rural manufacturing
- SME in rural market need Sales & Marketing support
- Workforce training for rural SME
- Supply Chain support for small SME.
Comparison to other companies using CoreValue Impact Washington companies

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Gap for Top 5 Drivers</th>
<th>Source A: Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales &amp; Marketing</td>
<td>$309,585</td>
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</tr>
<tr>
<td>Recurring Revenue</td>
<td>$216,548</td>
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<tr>
<td>Operations</td>
<td>$186,960</td>
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<tr>
<td>Dominant Market Share</td>
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<tr>
<td>Growth</td>
<td>$147,630</td>
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CoreValue “universe”

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Gap for Top 5 Drivers</th>
<th>Source B: Universe</th>
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<tbody>
<tr>
<td>Sales &amp; Marketing</td>
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<tr>
<td>Recurring Revenue</td>
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<td>Product Differentiation</td>
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<td>Brand</td>
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<tr>
<td>Innovation</td>
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</table>
Make it in America Grant

- 5-year effort (ends Sept. 2018) to boost manufacturing in WA’s distressed counties, reshore manufacturing from overseas and reduce reliance on H-1B visas

- Federal funders:
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Business Consulting
- Business assessment
- Strategic planning
- Supply chain
- Marketing
- Product development
- FDI recruitment
- Statewide asset map

Degrees and Certificates
- Fully funded tuition
- Online
- Subject areas include:
  - Advanced manufacturing
  - Quality and supply chain management
  - Logistics
  - Sourcing
  - Project Management
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Business Consulting

Degrees and Certificates

Innovate Washington Foundation

impact washington

Applied Physics Laboratory
University of Washington

Department of Commerce
Innovation is in our nature.

Washington Workforce Training and Education Coordinating Board

Washington State University Global Campus
Engineering and Technology Management

Shoreline Community College

Global Trade & Supply Chain Management
Highline College
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To date
• **18** distressed counties served
• **47** companies participating
• **70** business assessments completed
• **17** consulting clients engaged
• **55** enrollments in education programs
• **21** local economic development groups involved