



+ 900+ BREWERIES DOUBLED EKOS_ STAFF MEMBERS ✨ ROLLED OUT PROFESSIONAL SERVICES DIVISION

FROM STARTUP TO INDUSTRY LEADER

Blue Wing met ekos_ on the user side, implementing their software with multiple clients. It quickly became the best and only tech platform we endorsed in the fermentation industry.

“ [Blue Wing’s] team has helped us strengthen our foundation to propel us through the next phase of scaling. I emphatically recommend the Blue Wing team to anyone looking to take their business to the next level. ”

- JOSH MCKINNEY, ekos_ BREWMASTER

1 CHALLENGE

The company was exploding and needed help to move through the startup phase and into the exponential growth stage. With potential opportunities, new markets, and unending interest, this scaling company needed to be shored up and ready to harness their complex growth.

2 SOLUTION

ekos_ owners and management team opened its doors, books, and minds, allowing Blue Wing to come in and reorganize the company from the inside out. Blue Wing provided ekos_ with the infrastructure, support, systems, and expertise they needed to fire on all cylinders. We’ve stepped in as Controller, CFO, and Professional Services Director (yes, we believe in ekos_ that much!) We show up – from helping with customer service, to attending the management team meetings, the CBC booth, and beer Fridays!

3 OUTCOME

One of the most impactful aspects of our work together is on a 5-year strategic plan that involves expansion into complex verticals and markets, modules, timelines, and budgets. It is the BEST kind of work! This work gives us an opportunity to participate and share in the growth right alongside the owners, staff, and partners. Plus, it gives our financial analysts tons of research material that informs where ekos_ goes next. The result is a company with the tools they need to make quick and efficient decisions, filter opportunities, and ultimately dominate their market.

WORKFLOW



1 ANALYZE

We began by reviewing the entire infrastructure of *ekos_*, which gave us a clear understanding of just how quickly their company was growing. They were in the midst of a major expansion and needed our help to push past the initial startup stage. New business opportunities and markets were apparent, but timing was key. We fully integrated ourselves into the inner workings of the company, and with the owner's and management team buy-in, we got to work. We immediately started with an analysis of their systems and identified which tax strategy best suited their business. Together we made a goal to increase profitability and efficiency across all areas of the company - from financials to inventory management to standard operating procedures - and to transition the *ekos_* team from small-scale to big business thinking.

2 FACILITATE

We acted as management, operations, controller, and bookkeeper for *ekos_*, reorganizing their company from the inside out and optimizing all of their existing systems. We provided them with the infrastructure, support, and expertise they needed to fire on all cylinders. In addition, we determined the best digital resources and tools for them to use throughout their operations, including systems for integrated customer support, automated taxes, bug tracking, and bookkeeping. In working through this process, we partnered with *ekos_* in undergoing a complete rebrand to better align with their clientele. Integrating seamlessly into the *ekos_* team allowed Blue Wing to form a high-trust relationship with both the founder and CEO. Working together on a daily basis, this team committed to shifting from the startup mindset to that of a full-blown scaling company.

3 IMPLEMENT

This is where we really set things in motion! First, we facilitated correspondence with all *ekos_* customers to ensure they were getting what they needed, had ways to provide feedback, and felt they were in good hands. We participated in onboarding seven new team members and implemented an HR management system. We developed budgets for the next two years, month by month and raised the capital needed to hire additional software developers. We partnered with the *ekos_* team to hire an innovative design studio to strategize and craft the look and feel of the new *ekos_* brand.

4 EVALUATE

Next, our goal was to solidify all the new systems and improvements to ensure that they stuck. To do so, we participated in everything from forward-facing customer interactions to backend policies and procedures. We jumped in to help with staff training, facilitated 5-year strategic planning, and worked closely with CEO and CTO as needed. We helped build out the organizational chart, plan events and tradeshows, and provide feedback to the development team on financial and accounting aspects of the software.

5 SCALE

Through working with Blue Wing, *ekos_* has developed a new team structure, hired on several new team members, and implemented strategic systems, all with a vibrant new visual identity. This work will result in a more efficient, cohesive, risk-averse company fully prepared to handle success. Our method includes working to future-proof the *ekos_* finance, operations, and HR departments, both internally and externally, and helping to raise capital for the next round of growth. We will continue to work with *ekos_* on planning and implementing strategic systems, all with vibrant new verticals, horizontals, and a Professional Services division that will promote their brand and build their networks well into the future.