






Scaling Growth in a Volatile Industry



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Agenda

-  General Introduction – Kyle Beauchamp and KB Custom
-  Timeline of growth and Unique hurdles at each phase
-  Largest opportunities and solutions to date






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KB Origination

- Need for Quality
- Passion For Ag Industry
- Chosen Career Path
- Little Crazy

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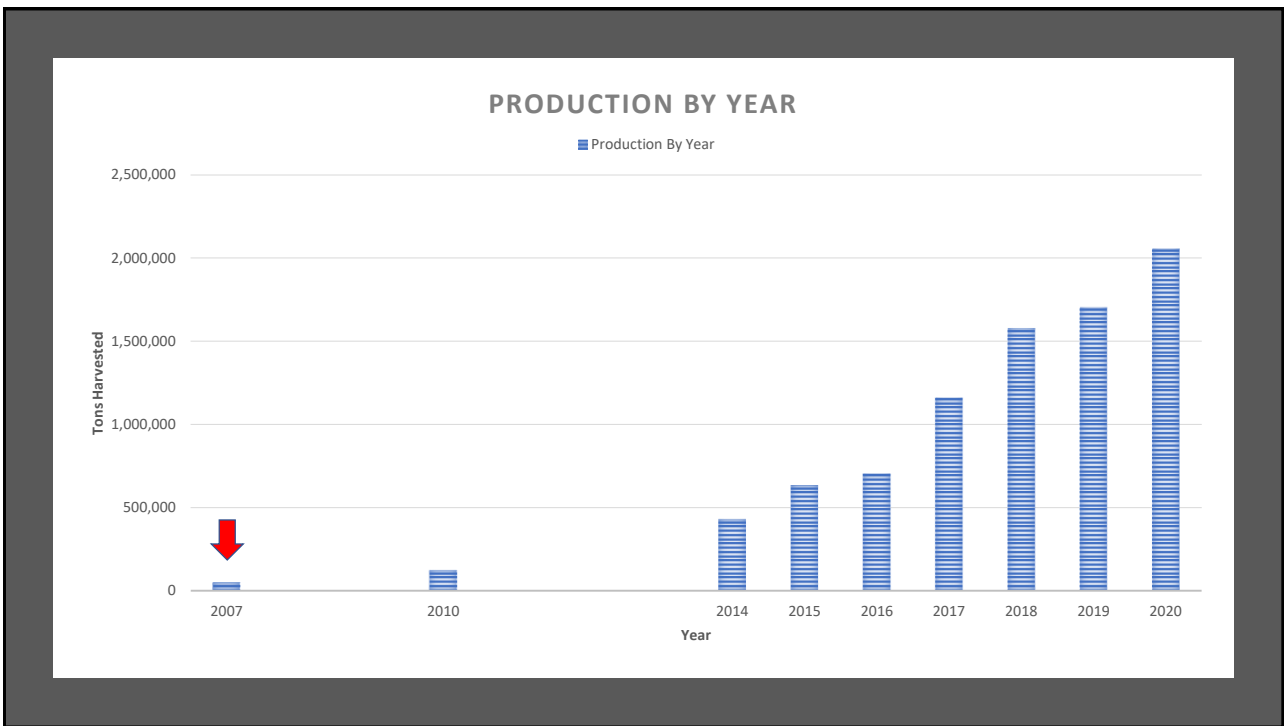
KB Custom

-  Wheat, Triticale, Alfalfa, Corn, Sorghum
-  250 employees
-  Colorado, Kansas, Texas
-  30+ Forage Harvesters
-  500+ pieces of complementary equipment

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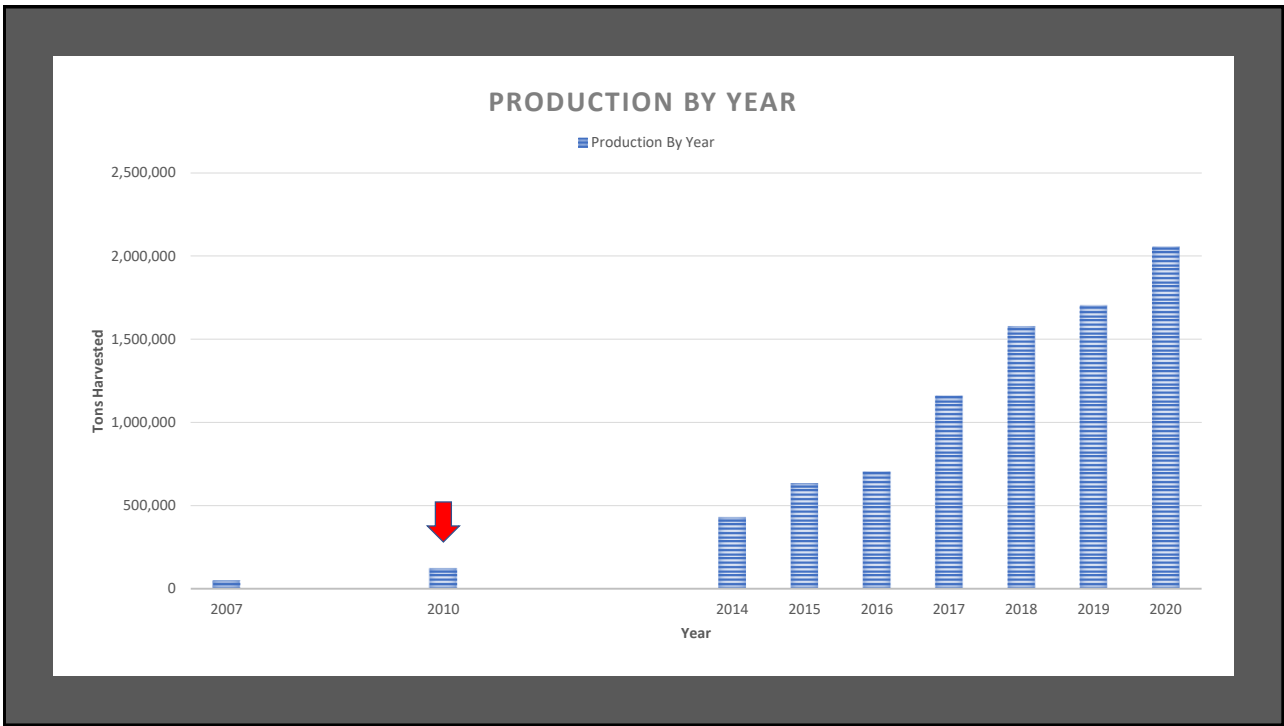


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2007 Issues

- Financing
- Securing sustained work
- Learning the business and what adds value
- Getting paid
- Establishing dealership relationships

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2010 Issues



Deciding what to “give away”



Hiring skilled labor

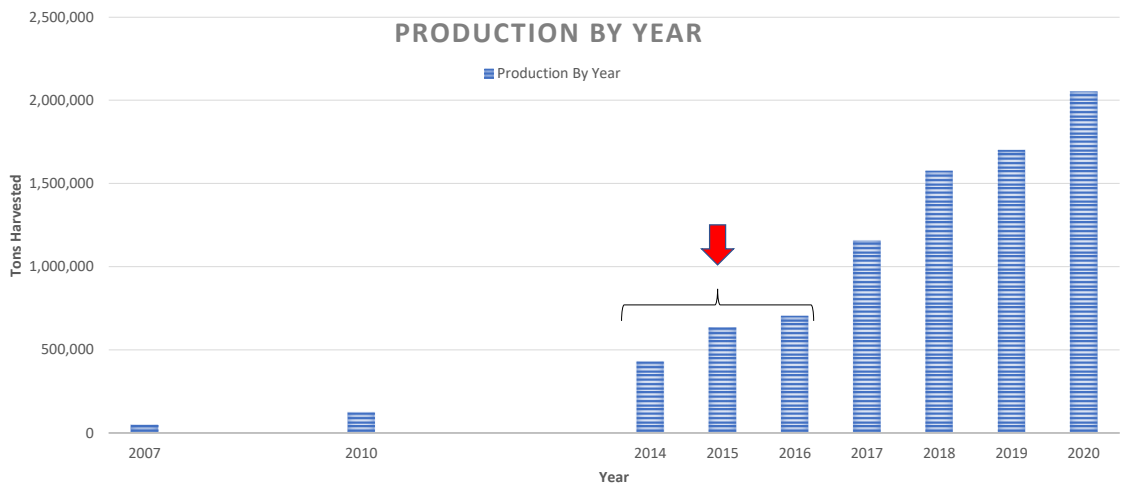


Finding year-round compensation for skilled help



Increased real estate (shop and office) overhead

PRODUCTION BY YEAR



2014-2016 Issues



Managing Large Out of State Accounts



Housing for Out of State Staff



Moving/Scheduling Equipment over long distances



Higher-Level Operations Management Needs

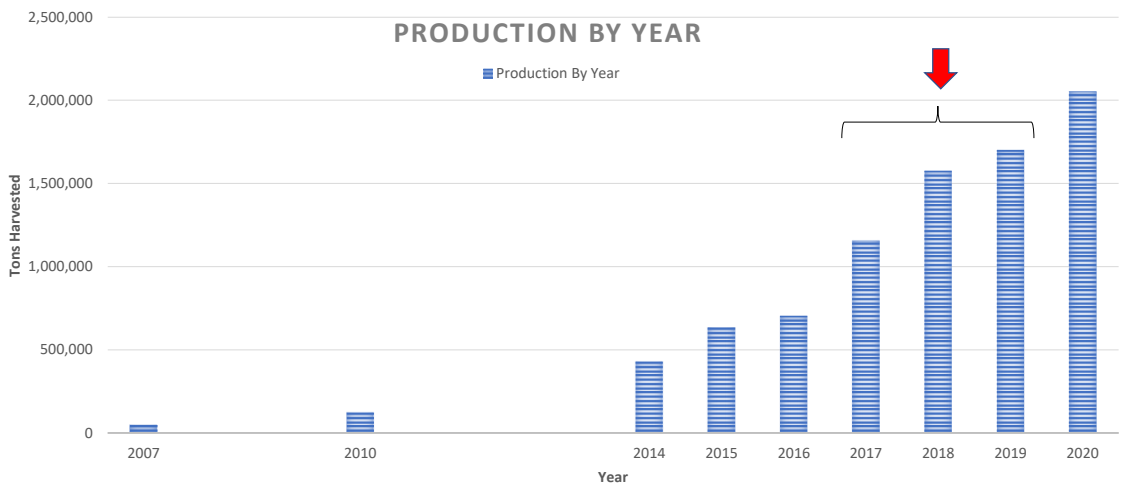


Rationalizing Accounts and Regions to Allow Profitable Growth









Third Party Equipment Repair Costs

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2017-2019 Issues

-  Scaling Administrative Team (HR, Accounting, Admin)
-  Ability of Vendors to Scale and Provide Adequate Service (Dealerships, Insurance Providers, etc.)
-  Diversified Fleet Requires Different Skills and Parts
-  Language Barriers with International Employees
-  Communicating Quickly Across Larger Company
-  Creating Meaningful Metrics to Measure Success

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Employee Retention and Skill Level



Multiple people must now be an extension of me



Better to hire for skill or personality



What benefits are meaningful



Where to source employees from



What types of training are necessary



What frequency is needed

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Equipment Planning



Balance of having enough equipment versus too much debt load



Owning vs. Outsourcing



Harvester turnover at < 2000 hrs



Equipment downtime evaluation



Managing customer expectations

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Vertical Integration



Equipment Repairs



Inventory Control & Management



Equipment Transportation



Crop scouting, swathing, packing



Housing Employees

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Diversification for Sustained Success



Fleet and Vendors



Service providers



Forage types



Different regions



Bolt on businesses

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Finding Your Niche

- Dreams Born out of Passion
- How To Separate your Business
- Forage Quality
- Full Service
- Seed to Silage

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Connecting Link



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graph TD; FarmManager((Farm Manager)) --- CustomHarvester((CUSTOM HARVESTER)); CropConsultant((Crop Consultant)) --- CustomHarvester; Nutritionist((Nutritionist)) --- CustomHarvester; DairyManager((Dairy Manager)) --- CustomHarvester; DairyOwner((Dairy Owner)) --- CustomHarvester;
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