



ViTL VIVID VISION



**“And the day came when the risk to
remain tight in a bud was more painful
than the risk it took to blossom.”**

– ANAÏS NIN

From Our Founders

Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what ViTL will look like, feel like and act like – by December 31, 2023. Sharing it with others helps it become reality! It is our North Star. We use it to help set priorities, to make day-to-day decisions and to remind us of where we are going and why.

It all starts with why. Why does ViTL Solutions exist? The ViTL Solutions “why” is simple and clear – we exist to help business leaders achieve their vision.

From the day we created ViTL we built it to be a “culture first,” employee-owned company that delivers high-value outcomes for our customers. It has always been our desire for ViTL to be a fantastic place to work, where our people can one day take over from us and make it even better than the three of us ever could. We believe that if you look after your people, your people will look after your customers. We want to be a company that is a “no-brainer” for customers to come to. We want to be so good at what we do that the choice is automatic.

So, what will ViTL look like, feel like and act like by December 31 2023? Read on to find out.



Jimmy Verretta
CRO & Co-Founder



Graeme Strachan
CEO & Co-Founder



Chris Wozniak
COO & Co-Founder





December 31, 2023

VITL Solutions is about to close out another record year. Led by our team of skilled and passionate business transformation specialists, we realized over \$15M in revenue and have just posted our fourth consecutive year of over 50% topline growth with margins consistently over 20%. VITL's valuation has soared to \$20M based on the quality and longevity of our engagements, our nationally recognized consultants and our intellectual assets.

We've reached these outstanding results as the natural outcome of our relentless commitment to helping our clients reach their most transformative goals, while intentionally investing in our people and the company. We are known and sought out for our targeted approach to helping business leaders deliver maximum value through the right initiatives in the following settings:

- Selecting and implementing the right enterprise software and technology
- Preparing for and managing merger, acquisition and divestiture operations
- Creating and optimizing high performing project management offices
- Facilitating and improving new product introductions

We are recognized locally and nationally for our expertise, our results, our community impact, and for being an amazing place to work.

Our people all have significant financial interests in the company and the three founders are excited about the future, knowing that the right team is in place to continue evolving VITL into something even better than they could.

“Every battle is won before it is fought.”

– SUN TZU

Our People and Culture

We live our culture tenets

Our culture tenets: Do the Right Things, Do Things Right, Act with Curiosity, and Live Passionately, drive the very nature of what it feels like to work at ViTL. They are evident to our clients without needing to be explained. Our tenets guide us on who we hire, how we deliver our services and how we develop new market offerings.

Our employee-owners have long-term career and life visions that we help them achieve, whether that is within or beyond ViTL. Our people understand the importance of supporting each other and our own individual visions. Although we hire driven professionals, we do not compete against each other. As employee owners we understand that a rising tide lifts all boats; we know that what is good for the firm is good for each other.

Our people are all business owners, business builders and stewards of the company.



Do the right things

We promise to be truthful and embrace our differences. We act with courage, not comfort. And we seek diverse talent because diverse talent makes us stronger.



Do things right

Here, everyone is heard. We're big fans of diversity and inclusion. We hold ourselves and each other accountable. And we understand that none of us is as good as all of us.



Act with curiosity

We're not know-it-alls. Instead, we approach each day as a chance to learn. Those opportunities fuel the pursuit of knowledge to better understand ourselves and our clients.



Live passionately

We respect each other's individuality and we celebrate our strengths. We work hard while not taking ourselves too seriously. And we always find ways to make a difference in our community.

We celebrate our differences

VITL thrives because we are a diverse group of people with diverse backgrounds, and our different experiences, perspectives and talents make us better. But we all share a common desire to help business leaders achieve their visions, and we naturally aspire to live our tenets. By celebrating our differences and seeking to understand each other, we have become a tight-knit team.

We are there for each other. Our relationships run deeper than business, as we take comfort in the knowledge that the team will be there for anything. Our team socializes outside of work because natural friendships are genuine.

We value our culture

A company's culture can be a slippery concept to articulate, but ultimately at VITL it's the alchemy of our mission to help others plus our people, who are the heart and soul of everything we do. We hire natural problem solvers. We hire thought leaders. We hire expertise. We hire potential. Our people are driven but empathetic; smart but relatable; focused but fun. Above all, we are motivated to help others.

Our goal is not to grow headcount. We want to build scalable professional services that help business leaders achieve their vision. We want to hire business builders that can become the next leaders of VITL.

We want to learn from everyone on our team.





Our Work

We are experts in what we offer

We have areas of expertise with a demonstrable track record of success:

- System selection and implementation
- Mergers and Acquisitions: Due diligence through post-deal integration and separation projects
- PMO services

Having started out offering mainly project and program management services, we now have the capability to bring whole team, turnkey solutions to the table. Our clients love that we bring exactly the right team to solve each problem. We continue to develop new ways and business models to deliver client outcomes that continue to help us differentiate our services and answer the question, “Why do customers choose you over your competition?”

We continue to monitor the economy and assess our own performance to find new areas of expertise that will present leadership opportunities to our people.

We focus on delivering value

Our reputation is built on the quality of the work we do and the value that it helps generate for our clients. Our 1-in-60 approach is one reason why our clients choose us and trust us to help them deliver. By embracing the challenging and often overlooked levers of success – a clear business case and vision; effective sponsorship; high-performing teams; user engagement; and right-sized governance – we’re able to increase our clients’ realization of valuable outcomes.

A systematized approach and toolset allow us to assess gaps and then apply our expertise to complement our clients’ teams. By consistently applying proven, high-quality methods, our work is known to produce results. We bring our 1-in-60 approach to every client engagement, every time.

We continually equip our people through training: when they join the firm, at the beginning of each new project and on a regular cadence so that they can be confident in their ability to do things right and deliver outstanding value every time.

We are so confident in our work that we offer our clients a Quality Guarantee.

How we show up

Our culture tenets are evident in how we tackle our client work. Our clients are always amazed by our approach and the outcomes we deliver. They can tell that we love doing our work and often tell us that they wished they worked for VITL!

We would rather give work to a competitor than try to do work that we are not suited to – and we can discuss real examples where we have done this.

We show genuine curiosity and understand how our clients' businesses work so that we can help them improve.

Our people achieve fantastic outcomes for our clients but stick to reasonable hours. We do not burn ourselves out with work; we take time to follow our life passions and interests, and that shows up at work.



Our clients

We have 10-15 active clients with an average annual value to of \$750,000 to \$1,000,000. Our retention rate is 75%, meaning that our Lifetime Value (LTV) for clients is between \$3M and \$4M. We achieve great LTV because of our ability to help our clients deliver real business value is our best sales engine. We initially engage with clients on very specific pieces of work, but it quickly becomes clear that we can help them achieve much more - and they ask us to partner with them in achieving their Vision.

We work with business and technology leaders in mid-market and enterprise companies. We define mid-market companies as having between 101-1,000 employees and between \$100 million and \$1 billion in annual revenue. Enterprises are defined as having over 1,000 employees and over \$1 billion in annual revenue.

Our services are sought out by clients across many industries and our horizontal approach helps us mitigate risk by never being single threaded through any one industry.

“Don’t tell people how to do things, tell them what to do and let them surprise you with their results.”

– GEORGE S. PATTON

What People Are Saying About Us

Our clients

- “ViTL delivers great value; it is always an investment to work with ViTL.”
- “ViTL’s people understand us, seamlessly integrate into our culture, and work to get the best solution possible for us.”
- “I can trust them.”
- “I would recommend them to other people that do what I do.”
- “I know that when ViTL are working for me, things get done and I can relax.”
- “They make me look great!”

The press

We are being recognized in business publications in Colorado and beyond for our culture (a best place to work in multiple publications) for our growth (Fast 50, etc.) and for our community work. We recently appeared in Consulting magazine’s Women Leaders in Consulting ranking, Fastest Growing Firms and Best Firms to Work For.

We are a Best Place to Work because people recognize that we are a culture-first company who cares deeply about our employees. As a services company, we have created an amazing place to work so that our people can deliver outstanding outcomes for our clients.

We are regularly approached to provide insight on relevant business stories and reports. Some of these are because of our delivery expertise. Some of these are because we are recognized as an amazing place to work and people want to know how we do it.

Our Operations and Systems

We have standardized ways of identifying, testing and launching new product and service lines - with a dedicated resource to oversee these efforts.

We have outsourced all our non-core functions to focus on growing the business and our people:

Marketing partner
who maximizes lead
generation



Fractional HR
function



Fractional finance/
accounting



Payroll and
benefits



Hardware and
desktop support



The actions we undertake to determine what work gets outsourced and to whom to always passes through the filter of our Culture Tenets - we want to work with partners who share our values.

Business Development

Marketing

In line with our belief that we should focus on our core competencies and leverage outside expertise to complement ours, we continue to partner with a third-party agency to handle our marketing needs. Leads are generated based on brand awareness. We have a best-in-class web site, analytics capabilities, deep understanding of potential buyers and competitor movements, enabling a fully vetted and analytics-driven marketing strategy.

Our brand is well known in mid-market and enterprise circles within Colorado and growing nationally. The right people know what we do and why they should use us. Our campaigns are focused on potential buyers for our services, specific to our service offerings. We have the ability to test new business ideas and investigate new geographies once they have been quickly vetted for business value to the firm. We are known as an innovation and customer excellence leader in the management consulting space, as we resolve for unique, valuable solutions while providing white-glove treatment.

Our culture is apparent in our marketing efforts and our Tenets act as a guide for everything we publish externally.

Sales

Based on various lead generation strategies, we generated over \$15M revenue in 2023. With a 75% retention rate, we only need to generate an average of \$3.75M in new sales to reach our \$15M target.





Financial Performance

Our company valuation is north of \$20M. Service companies typically earn about a 1x revenue multiple – meaning that we have developed our own IP and productized services and have multiple types of revenue (T&M, FP, Commission and potential Equity). This has enabled us to achieve a revenue multiple of 1.33x.

We have maintained debt-free books and have six months of cash solvency.

We have reached \$15M in revenue on an annualized basis and are poised to grow that exponentially.

We compensate our employees well and our equity program means that most of our employee-owners have equity worth six figures. Although equity is a long-term incentive, we also have enough cash on hand to make decisions about cashing people out easily as and when needed.

Our financial position enables us to have many options when considering how to invest in the company to ensure we keep growing and staying invincible.

“If you take care of your people your people will take care of your customers and your business will take care of itself.”

– JW MARRIOTT



720.759.4100 | inquiries@vitlsolutions.com
3000 Lawrence St, Denver, CO 80205