

# AI Adoption as a Strategic **Company Value** Project

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Moving beyond technology experiments to structurally improve EBITDA, throughput, and valuation multiples.

# The Fundamental Misconception of Manufacturing AI

## The Technology Project

Core Goal: "Use AI."

Focus Areas: Software demos, disconnected productivity tools, office administration.

Execution: Scattered, isolated use cases and experiments.

Business Result: No material change to the economic engine or value of the business.

## The **Company Value** Project

Core Goal: **Increase total company value.**

Focus Areas: **Production flow, labor productivity, quality, operational decisions.**

Execution: Targeted interventions to improve the business's economic engine.

Business Result: **Structurally improved EBITDA, increased throughput, and reduced operational risk.**

## The Manufacturing Value Equation

$$\text{COMPANY VALUE} = \text{EBITDA} \times \text{VALUATION MULTIPLE}$$

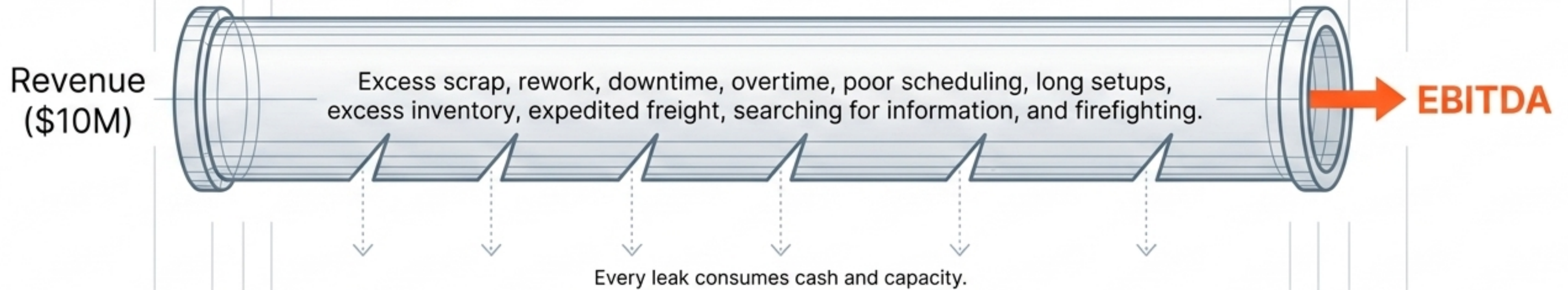
Earnings Before Interest, Taxes, Depreciation, and Amortization.

A \$10 million company at a 5% margin produces \$500,000 in EBITDA.

The market's assessment of the company's risk, discipline, scalability, and predictability.

**Operational improvement does not just improve profits. It is the primary lever to move both sides of this equation and dramatically increase total company value.**

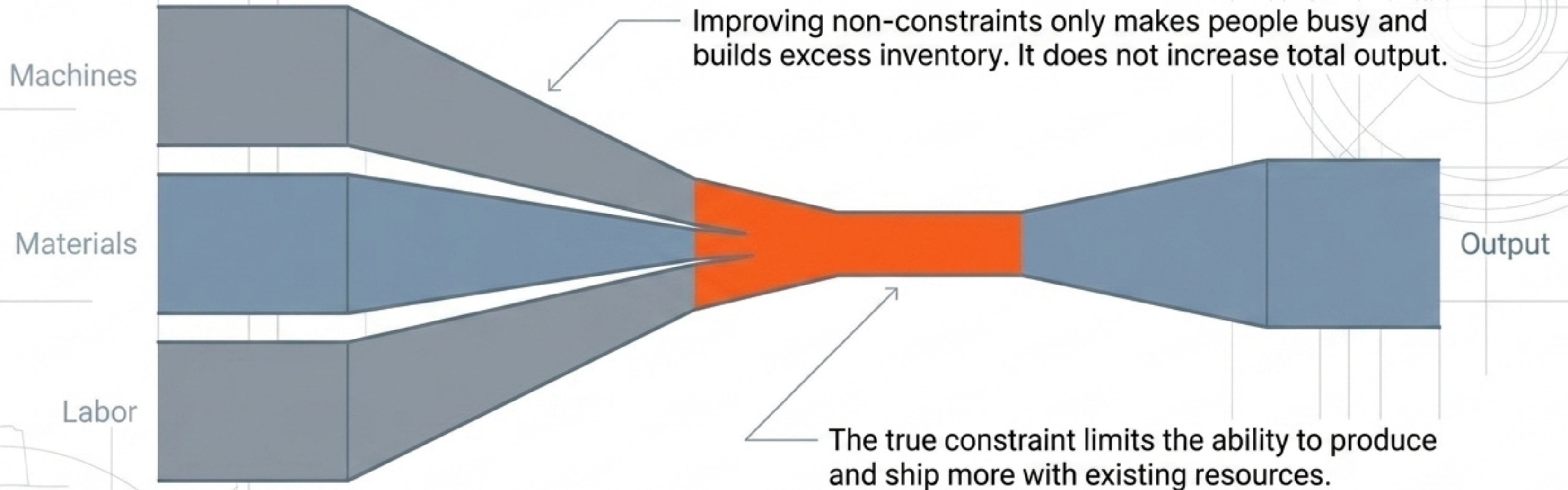
# Path 1: The Lean Multiplier



Baseline \$10M Revenue
5% EBITDA Margin = \$500,000 EBITDA
8% EBITDA Margin = \$800,000 EBITDA (+ \$300,000 annual earnings)
12% EBITDA Margin = \$1,200,000 EBITDA (+ \$700,000 annual earnings)

Lean increases **company value** by improving the percentage of revenue that becomes **EBITDA**—without requiring the company to sell more.

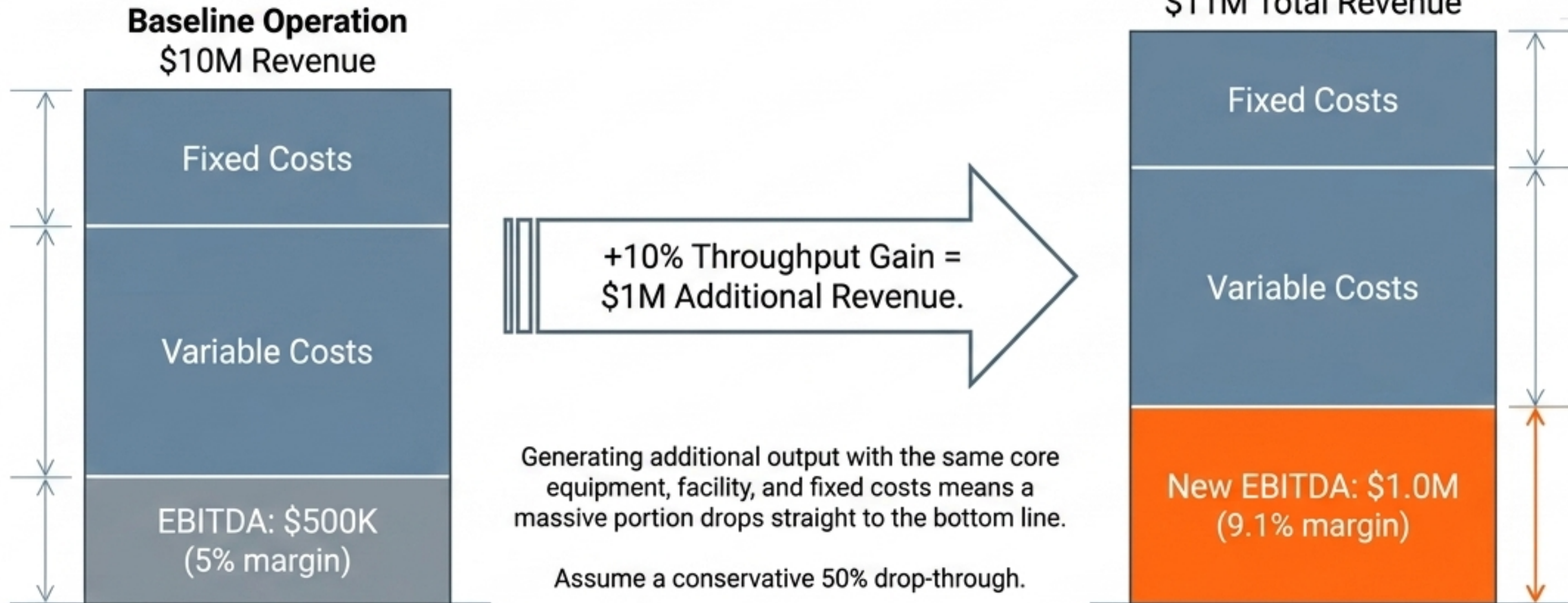
## Path 2: The Constraint Focus



**What is **currently limiting** the company's ability to produce and ship more?**

Identifying and expanding the true constraint increases capacity without adding major fixed costs.

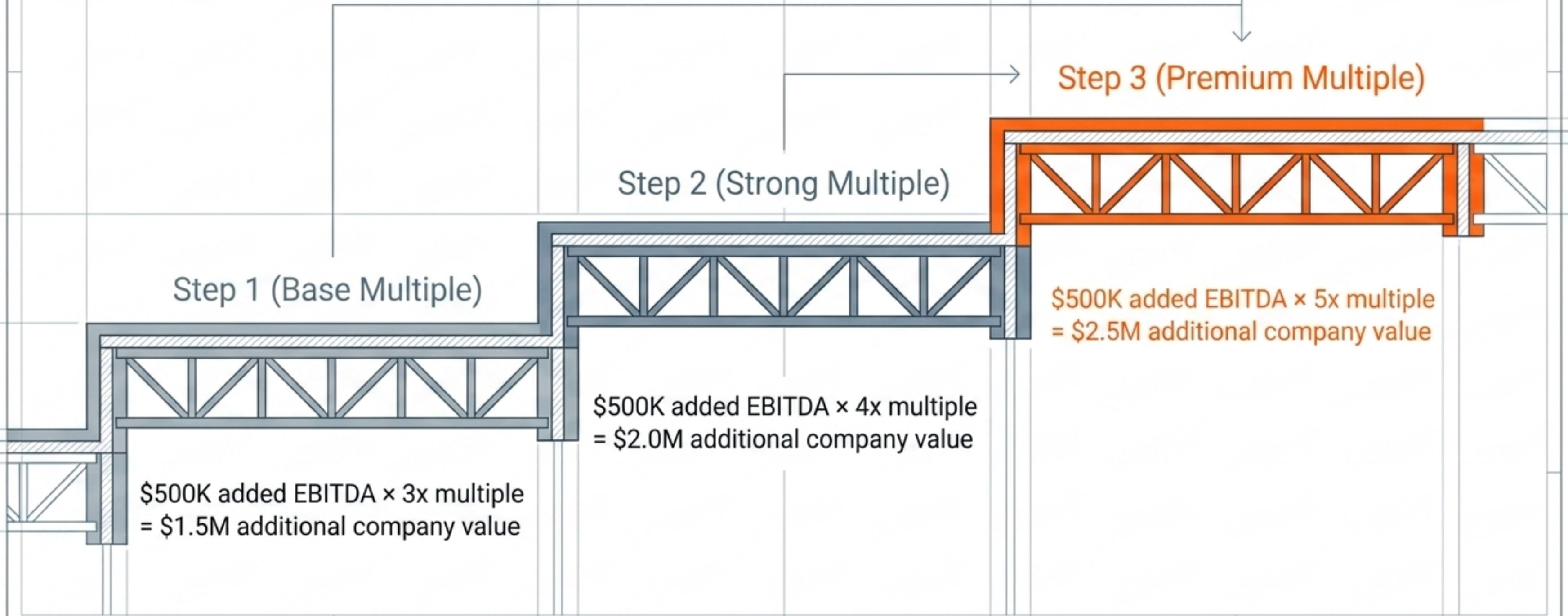
# The Disproportionate Financial Impact of Throughput



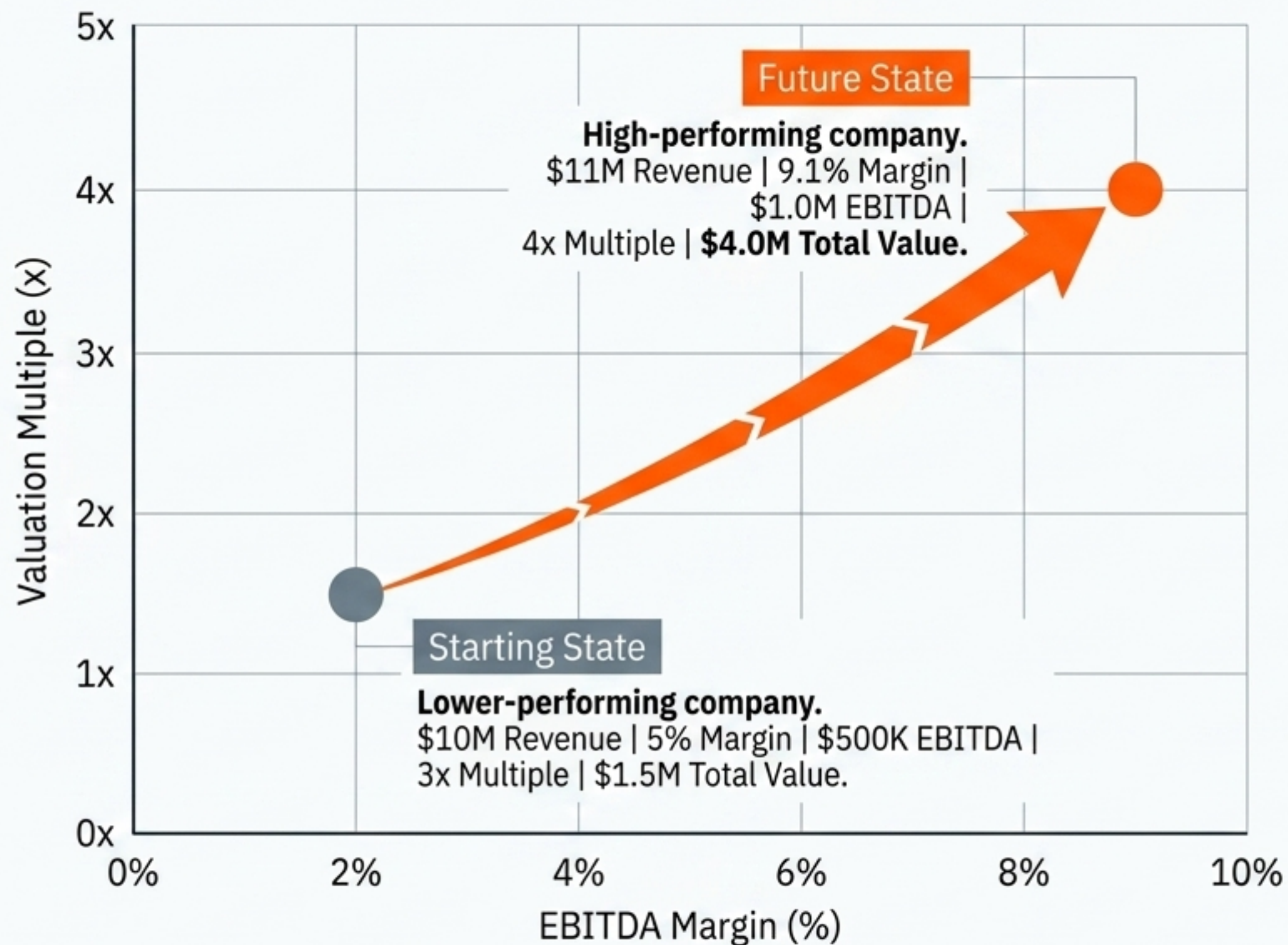
A 10% operational improvement creates a **100% increase** in EBITDA dollars.

# The Ultimate Prize: Valuation Upgrades

Constraint improvement increases throughput, which increases EBITDA dollars. Buyers pay a premium multiple for companies with less waste, predictable throughput, and disciplined systems.



# Synthesis: The Double Compounding Effect

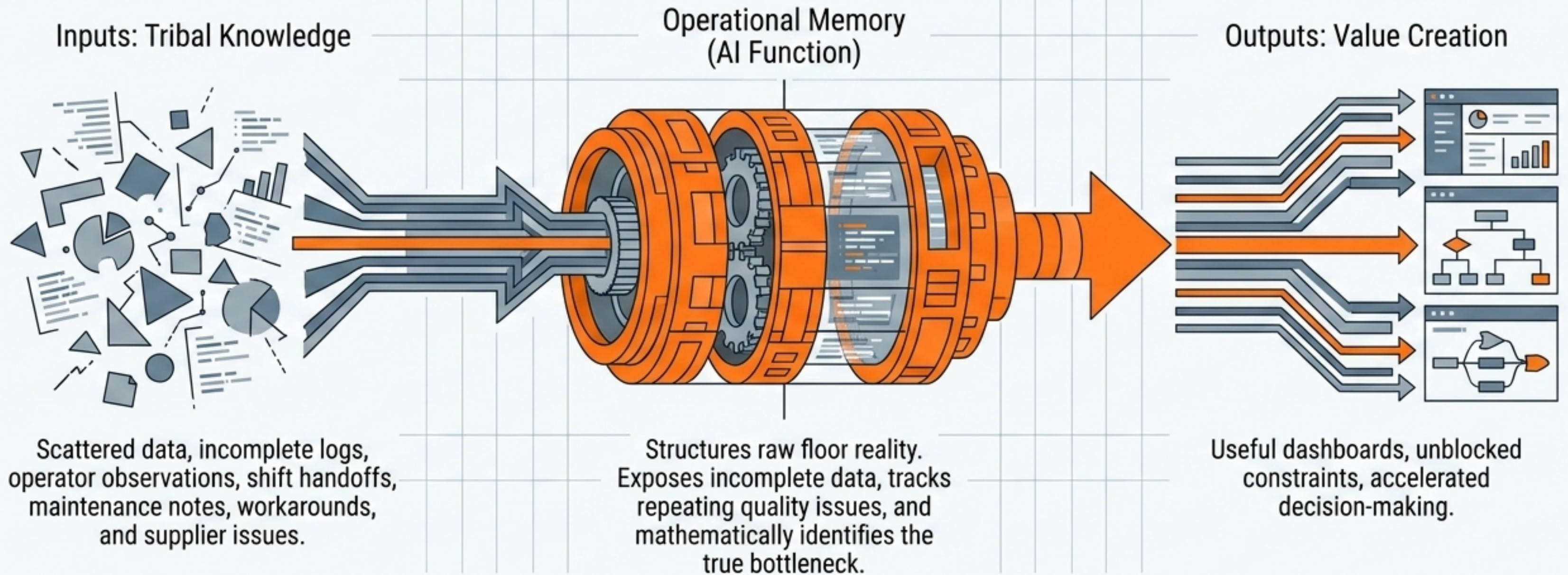


## Core Insight

- AI-enabled operational improvement creates value twice:
  - It increases the total EBITDA dollars.
  - It increases the multiple applied to that EBITDA by making the business more scalable and less risky.

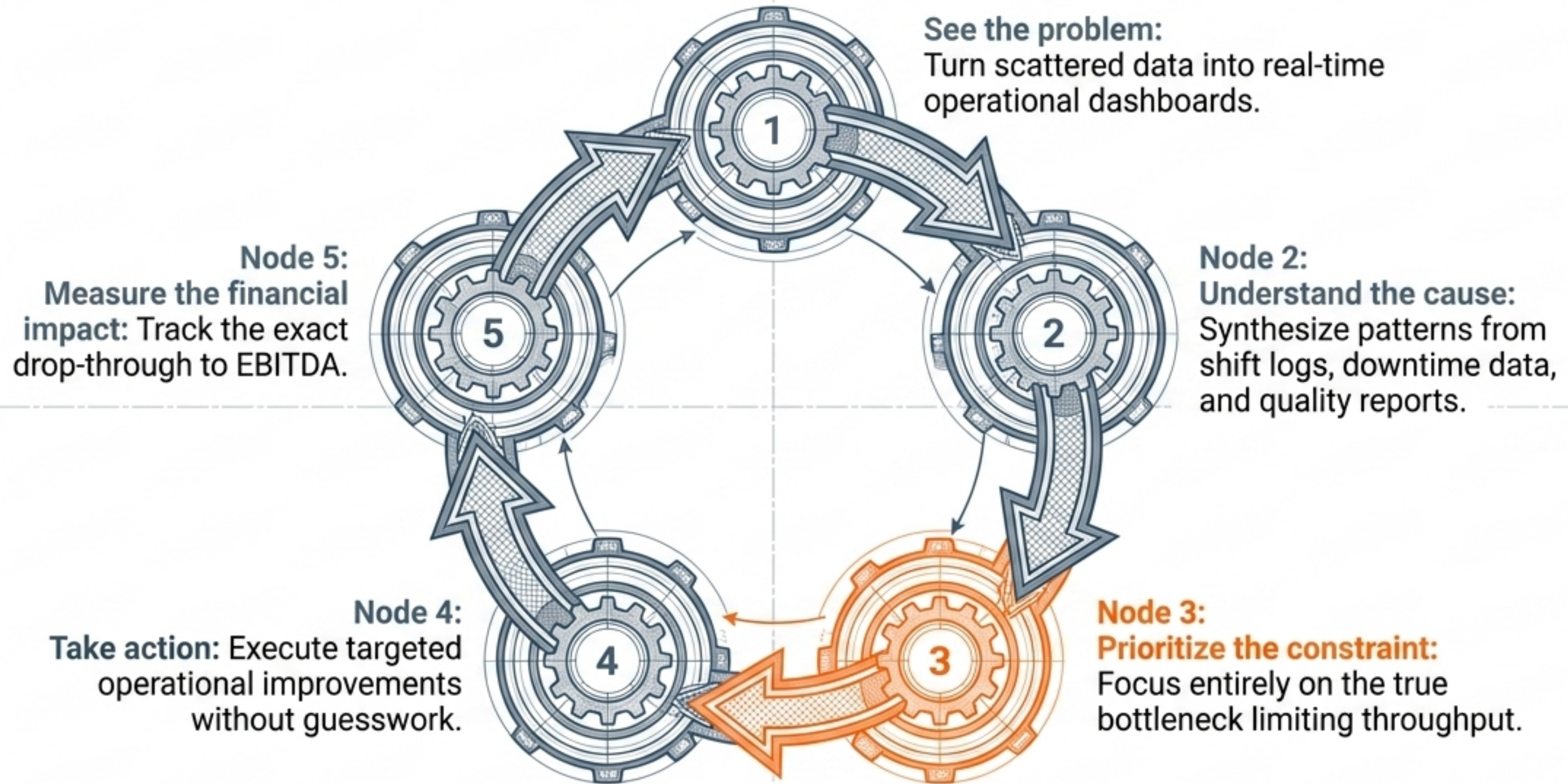
**Total Potential Value Created in this scenario: +\$2.5M.**

# AI as the Engine for Operational Visibility



AI should not distract from value creation; it should support it. The goal is to stop relying purely on tribal knowledge and build a permanent, mathematically rigorous decision system.

# The AI-Powered Operating Rhythm



The goal is not just a dashboard. The goal is a faster, more accurate operating rhythm that continuously drives the Value Equation.

# The CAMPS AI Adoption Accelerator

**We help manufacturers use AI to increase company value by improving EBITDA, increasing throughput, reducing waste, strengthening operational visibility, and making better decisions faster.**

This is not about chasing technology. It is about building more valuable, more resilient, and more scalable manufacturing companies.

**Do not begin by asking, “How can we use AI?”**

**The strategic question is: “Where are we currently losing company value, and how can AI help us see it, fix it, and measure the financial improvement?”**