



INCREASING REVENUE AND CUSTOMER VALUE FOR A NON-CORE BUSINESS UNIT



INTRODUCTION

An Iowa-based non-profit dedicated to agriculture and sustainability.



THE STORY

Faced with financial strain, the organization created a revenue-generating environmental testing division to meet customer demand. However, it burdened the organization financially, prompting management to seek a shift from a financial drain to a self-sustaining practice.



THE CHALLENGE

The client aimed to transform the environmental testing division into a self-sustaining entity amidst financial challenges, requiring a strategic shift for profitability. **Bâton Global (B|G)** responded by conducting a concise business canvas analysis and financial modeling to explore pathways for increased customer value while assessing break-even and profitability scenarios.



RESULTS

Collaboratively, leaders outlined a clear path for the division's profitability, identifying additional revenue streams, cost-saving opportunities, and strategies to better leverage resources from other units. This transformation not only addressed the initial challenge but also positioned the environmental testing division as a resilient and financially viable component within the non-profit organization.

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An Iowa-based non-profit, deeply committed to agriculture and sustainability, found itself incurring financial strain. To address customer demand, the organization had created a revenue-generating environmental testing division. However, this division, while meeting customer needs, imposed a significant financial burden on the organization. Recognizing the need for a strategic shift, management sought to transform the division from a financial drain into a self-sustaining practice.

The challenge at hand was to navigate the financial difficulties and ensure the environmental testing division's transformation into a profitable entity. In response, **Bâton Global (B|G)** stepped in, conducting a concise business canvas analysis and financial modeling. This involved exploring potential pathways for increased customer value and assessing break-even and profitability scenarios.

The collaborative efforts resulted in a clear pathway to profitability for the environmental testing division. Leaders identified additional revenue streams, pinpointed opportunities for cost savings within current processes, and outlined strategies to better leverage resources from other units within the organization. This transformative journey not only

addressed the initial financial challenge but positioned the environmental testing division as a resilient and financially viable component within the non-profit organization.

The success of this initiative demonstrated the power of strategic analysis and collaboration in overcoming financial hurdles. By optimizing processes, identifying new revenue streams, and leveraging internal resources effectively, the organization secured the financial sustainability of the environmental testing division and strengthened its overall resilience and viability within the non-profit landscape dedicated to agriculture and sustainability.

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