

CASE STUDY: ZERO TO FULL FINANCIAL TRANSFORMATION WITH **BLOOMIN' BLINDS**

CHALLENGES

When **Bloomin' Blinds** partnered with **Thesis** in August 2024, they faced a critical challenge: **limited financial visibility**.

Without a defined financial framework, leadership struggled to accurately assess performance and make informed decisions, which constrained confidence around strategy, operations, and profitability.

As the business continued to scale the team recognized the need for stronger financial foundations to support sustainable growth.

WE ACHIEVED FULL FINANCIAL STABILITY IN JUST THREE MONTHS!

We now have complete financial control and clarity across our business. They helped us extend our cash runway to 6 months, quadruple our cash balance, and put the systems in place to make smart, strategic growth decisions. **”**

OBJECTIVES

In collaboration with Bloomin' Blinds' executive team, Thesis identified the key areas that would lay the groundwork for long- term financial stability and strategic growth. After a comprehensive assessment and strategic planning sessions, the following priorities were selected to drive the business forward:

- **Comprehensive Financial Review & Visibility:** Conduct a deep dive into the company's financials and put strong financial visibility in place.
- **Implement Operating System & Revenue Optimization:** Establish a weekly systematic operating framework and standardize core operations including revenue and spend.
- **Change Management:** Program manage key initiatives to completion with clear timelines, communication plan, KPIs, and accountability to ensure strategic goals are achieved on schedule.



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SOLUTIONS

Thesis quickly implemented key solutions that streamlined Bloomin' Blinds' operations and brought clarity to financial management:

- **Operational Integration:** Established a weekly cadence integrating marketing, sales, operations, and finance to align teams and drive a cohesive growth strategy. Implemented a financial and strategic decision matrix to clarify roles and streamline decision-making.
- **Cash Flow & Financial Management:** Introduced a 13-week cash flow tracker, financial model and enhanced processes for accounts payable/receivable, giving the leadership team real-time visibility and control over cashflow and expenses.
- **Strategic Financial Planning:** Centralized financial data and provided a detailed analysis to assess quality of earnings and valuation for decisions on capital raise, cost optimization, budgeting and 2025 strategic planning.

“THEIR EXPERTISE IN FINANCIAL MODELING, CASH FLOW MANAGEMENT, AND OPERATIONAL ALIGNMENT MADE ALL THE DIFFERENCE! ”



Images from Bloomin' Blinds website

CONCLUSION

Within **3 months**, we've achieved full financial control and stability for Bloomin' Blinds, with clear insights into safe spending timelines, the ability to conduct accurate QoE assessments, and a financial model that supports both self- funded and external funded growth projections.

6-Month Runway Extended the monthly runway, to 6 months, through optimizing spend with the ability to create controlled budgets.

4X Delivered a 4x increase in cash balance, enabling investments in new initiatives.



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