



MCGILL ST LAURENT

Kevin LEHMAN
Rachel LUNDSFORD
Jessica CHAO
Michalla NOLAN
January 4th, 2018



WHO ARE WE?

Mission

- Responsibly build, feed, and power planet.

Vision

- Develop next generation trading company fueled by the best minds.

Goal

- Achieve 16-17% gross margins.

CUSTOMER

B2B

- Manufacturers
- Lumber yards
- International Importers
- Architects
- Specialty Manufacturers
- Feed Mills
- Farms

B2C

- Architectural Product Company
- E-comm: Amazon, Lowe's

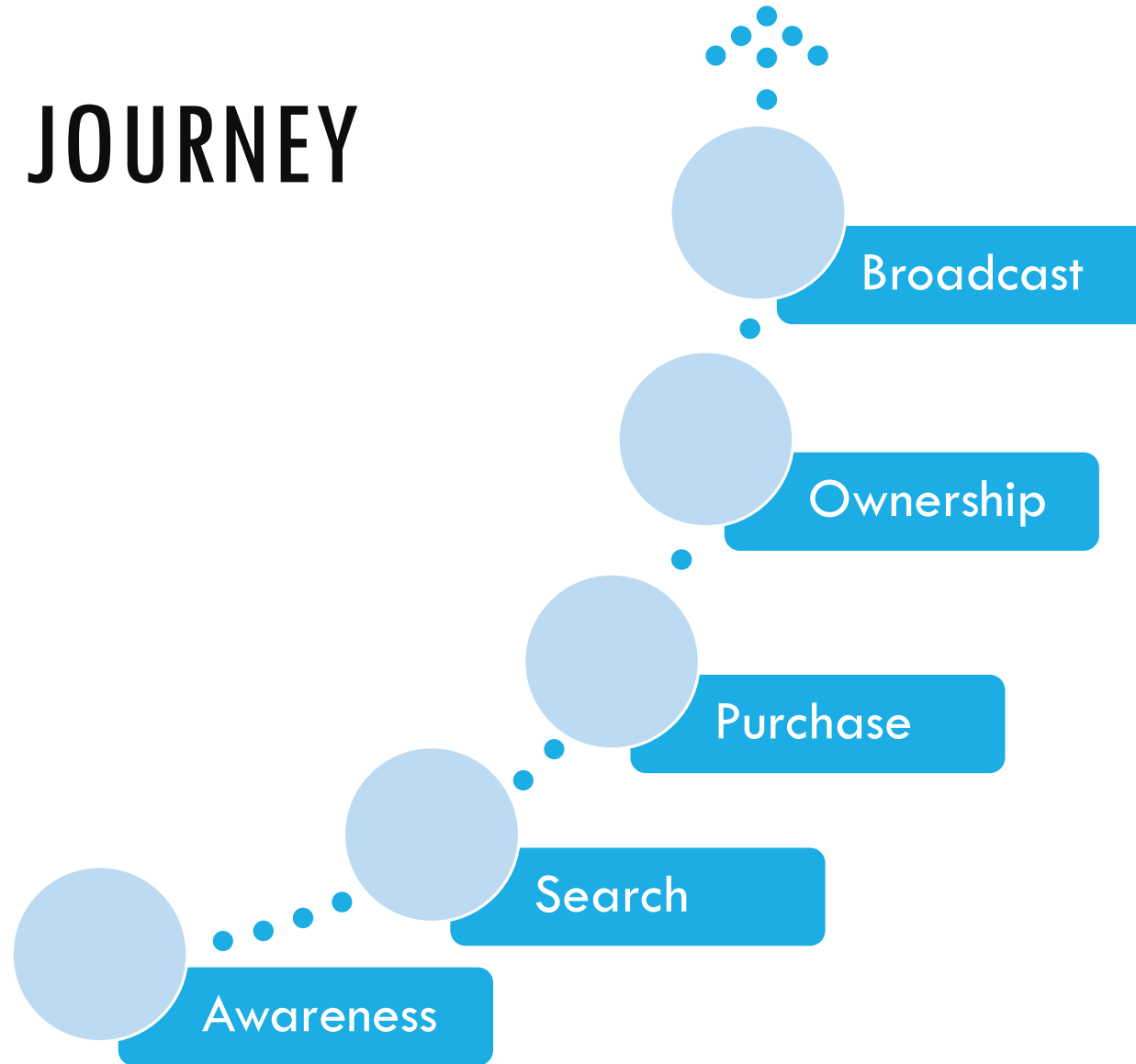
ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS

CUSTOMER JOURNEY



ANALYSIS

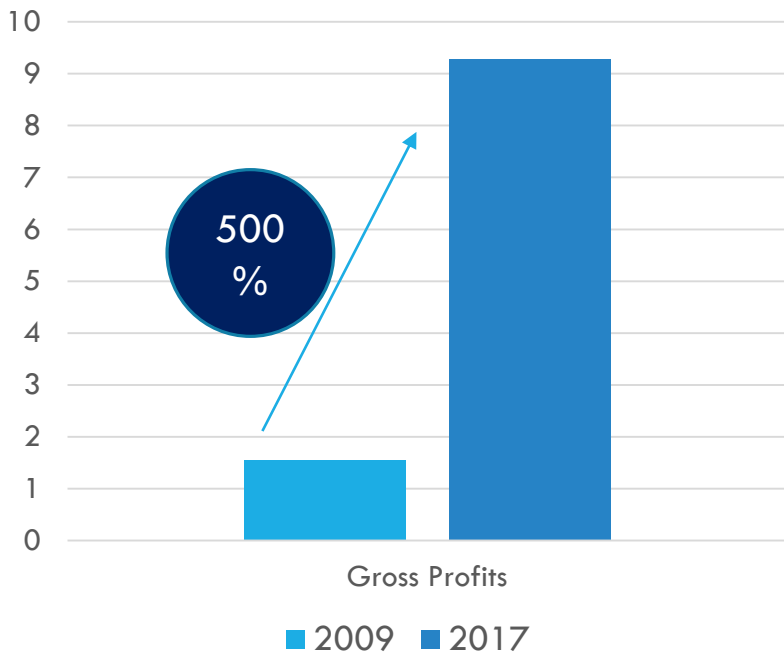
RECOMMENDATIONS

IMPLEMENTATION

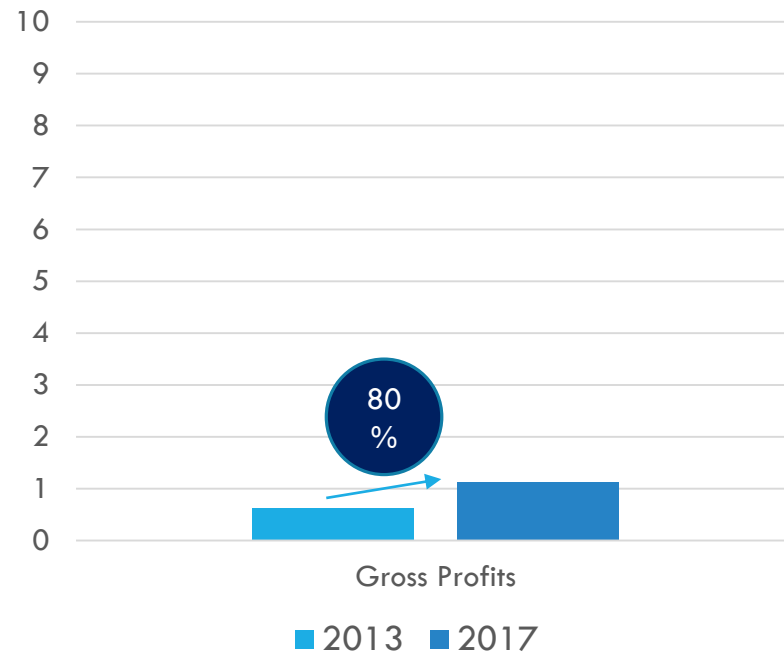
RESULTS

LOOKING AT THE NUMBERS

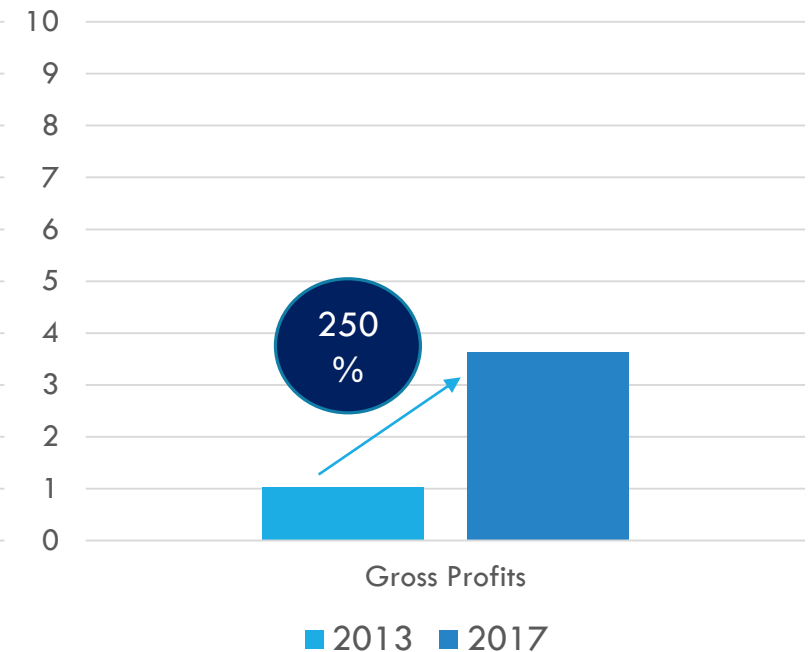
Canadian Wood Products



Grain St. Laurent



CWP Energy



Total Receivables (Sep 2017): \$20,102

CWP Total Receivables: \$16,776 (85%)

ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS



DEFINITION OF SUCCESS

Capabilities

Relationships; Risk management culture; **Variety** of products; **Global** supply chain

Capabilities

Responsibly care for our employees, suppliers, customers, and planet
Grow our margins and market share

Time Discussion

2022: 5 years

ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS

EVALUATING KEY ALTERNATIVES

Key Issues	Cash Flow	Volatility	Disruptions/Technology
Goal	Become a market leader and achieve 16-17% gross margins		
Alternatives	Grow through acquisition	Spinoff product	Build and expand
Key Performance Indicators	Increase profitability	Become innovation leader	Live out our mission



EVALUATING KEY ALTERNATIVES

Key Issues	Cash Flow	Volatility	Disruptions/Technology
Goal	Become a market leader and achieve 16-17% gross margins		
Alternatives	Grow through acquisition	Spinoff product	Build and expand
Key Performance Indicators	Increase profitability	Become innovation leader	Live out our mission





ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS



ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS

PEROVSKITE CRYSTALS

Benefits:

- New type of energy
- Malleable
- Can paint or cover
- Double conversion rates
- Solar Dirigible (blimp)

MARKETING MESSAGE

Design Your Own Future!
For the DIYer

ANALYSIS

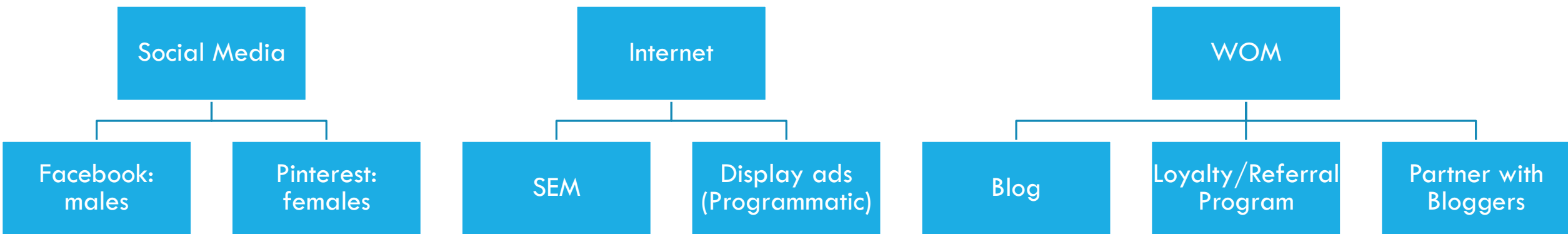
RECOMMENDATIONS

IMPLEMENTATION

RESULTS



MARKETING PLATFORMS



LOWE'S POPUP

Understand this is not the long-term strategy

Locations:

- Choose 5 pop-up Lowe's locations
- Based on current demand
- % of renters vs homeowners
- Urban areas

Experience:

- Specialists to demonstrate DIY
- Customers see possibilities
- Interactive tablets to learn more
- Social media: Geotargeting and Beacon Technology

ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS



KEY PERFORMANCE INDICATORS AND METRICS

Key Performance Indicators	Increase profitability	Become innovation leader	Live out our mission
Metrics	16-17% gross margin		90% employee engagement
Goal	Become a market leader and achieve 16-17% gross margins		



APPENDIX



CUSTOMER

ANALYSIS

RECOMMENDATIONS

IMPLEMENTATION

RESULTS