



# THE ROAD TO 2030



**OpenWorks**  
Making Your World Work Better

# THE ROAD TO 2030

**10 YEAR TARGET**

**100,000 SITES  
\$1B Revenue**

**TO DISRUPT & DOMINATE THE  
FACILITIES MANAGEMENT INDUSTRY  
FOR MULTI-SITE CUSTOMERS**

**OUR PURPOSE**

**OpenWorks is a leader in facilities management,  
delivering unparalleled quality and customer  
service through a proven network of service  
professionals and technology solutions**

**OUR POSITION**

**HONOR  
COMMITMENTS**

**PASSION TO  
SERVE**

**COLLABORATE  
TO WIN**

**GROWTH  
MINDED**

**DRIVEN TO  
IMPROVE**

**OUR CORE VALUES**

**MAKING YOUR WORLD WORK BETTER**

**OUR VISION**



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## MARKETING STRATEGY

### Target Market/“The List”: (Ideal customer)

- Highly profitable, essential services – healthcare, education, transportation/logistics, property management, professional services,
- Multi-site, 10K-75K square feet
- 80% of sites in our 23 core markets
- Growth-oriented (expanding their business)
- Needs 5 day a week service
- Values uniformity and efficiency, outsourcing and a single provider to manage multiple services
- Values/Looking for ease of transaction, responsiveness, flexibility & results

### Three Uniques:

**“We handle our business so you can focus on yours”**

1. Highly Engaged network
2. Professionalism
3. Single point of contact

### “What Does This Look & Feel Like?”

#### 3-YEAR target:

Future Date: 12/31/21

Revenue: \$200M

Profit (NARPB): \$18M

#### 1-YEAR target:

Future Date: 12/31/21

Revenue: \$114.3M

Profit (NARPB): \$3.4M