

Aperture Optical Sciences

“CoreValue has helped us to prioritize where to put our efforts to most effectively strengthen the company using an unbiased systematic approach.”

Flemming Tinker

President, Aperture Optical Sciences
Durham, CT
www.apertureos.com

Advised by:

Robin Bienemann

Crimson Rook
www.crimsonrook.com



CASE STUDY

World Leader in Custom Precision Optics



Aperture Optical Sciences was a 2 year old start-up based in Durham, CT with 12 employees when they started using CoreValue. Aperture manufactures ultra-precise optics and systems for airborne vision systems and high energy lasers.

As a start-up, Aperture was looking for a reliable tool to holistically assess the company and identify areas needing improvement so the company could successfully ride the growing industry and demands of North America, Japan and Europe, and ultimately transfer to new owners.

CoreValue was that tool, allowing the owners to quickly and confidently assess the structural and operational integrity of Aperture, while sharing a common understanding as to the company's true status, and to develop a plan to move it forward – making it scalable, less prone to errors, more enjoyable, better performing, and ultimately, a valuable transferable company.

Making Aperture attractive to capital was also paramount, as seizing opportunities before they would require additional funding. Today, the owners are currently focusing on the CoreValue Tasks, Red Flags and Value Gap Reports, to improve fundamental areas around marketing, sales, operations, finance, human resources and customer satisfaction.

After completing their CoreValue assessment, Aperture instituted an HR manual, new organization and workflow charts, and policies and procedures to enable scalability. They have also started thinking longer-term, around succession planning and the transferability of the company.

They know making all these improvements will help enhance Aperture's standing relative to other key drivers such as company culture, brand and margin advantage. Having used CoreValue, Aperture's ownership and staff now firmly understand the value and have a clear path to achieve success.

"As a small business owner in a rapidly growing company, the need for establishing a strong company foundation with robust systems in place is an ever present imperative. CoreValue has helped us to prioritize where to put our efforts to most effectively strengthen the company using an unbiased systematic approach."