EMERGENCY PLAN OUTLINE

I. Objective
II. Background of the Challenge(s)
III. Company Specific Financial Impact
IV. General Business Backdrop (pre-crisis)
   a. Biggest threats
   b. Best case and mildly worst-case scenario
   c. Worst-case scenario
V. Preparation Plan for worst case
   a. People
   b. Cash
VI. Margin of Safety
   a. Team Communication with key leaders
   b. The size and frequency of our cash flows from customer
   c. The ability to increase our profit margins
   d. Our ability to accelerate receivables
   e. Our ability to borrow cheap money
   f. The ability to impact and lower our expenses, more immediately
   g. Government assistance
VII. Plan of Action
   a. Immediate cash plan
   b. Immediate communication to stakeholders (employees/vendors/partners)

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