



## USING KPIS:

Maximize sales, forecast growth,  
and optimize cash flow.



**STAFFING  
WORLD® 2022**

OCT. 25-27 | LAS VEGAS

# ABOUT US

## OUR MISSION

Empower companies by accelerating their access to capital

## OUR VISION

To lead the way as an innovative provider of capital solutions to small and medium-sized businesses

## OUR VALUES



AGILITY



RELATIONSHIPS



ACCOUNTABILITY



INNOVATION

eCapital is committed to accelerating access to capital for companies in the United States, Canada, and the U.K. By leveraging a team of over 700 experts and proprietary, industry-leading technology, eCapital is creating the future of business funding. With a full suite of products such as freight factoring, invoice factoring, lines of credit, asset-based lending, payroll funding, and equipment financing, eCapital ensures businesses have the funds they need to do more. Through its Transportation, Staffing, Wellness, Healthcare and Commercial Finance divisions, eCapital delivers customized funding solutions for over 80 industries. To learn more about eCapital, visit [eCapital.com](http://eCapital.com).

## PRESENTER



### JEFFREY DUCLOW

Senior Vice President, Originations

20+ years experience serving the financial needs of staffing companies.

# TECH CHECK

Technology in the staffing industry is an absolute necessity. What are the BEST and WORST technology platforms or tools that you've experienced?

**Use the chart below to list your responses:**

BEST	WORST

# EVALUATING NEW BUSINESS OPPORTUNITIES

Are you confident that you can determine profitability? Using the supplied scenarios, use the Staffing Profitability Calculator to determine if the opportunity is profitable...or not!



SCAN  
CODE

A laptop screen displays the eCAPITAL Staffing Profitability Calculator. The interface is clean and professional, with a dark grey header bar containing the eCAPITAL logo and navigation links for INDUSTRIES, PRODUCTS, COMPANY, RESOURCES, and PARTNERS. The main content area is white and features a form for entering rates and cost burdens. The form is organized into sections: BILL RATE, PAY RATE, and MARKUP, each with input fields for dollar amounts and units (per hour or per month). On the right side, there are additional input fields for WORKERS COMPENSATION, FICA, MEDICARE, FEDERAL UNEMPLOYMENT, STATE UNEMPLOYMENT, OTHER (ADVANCEMENT), and VMS FEE. A small gear icon is visible in the bottom left corner of the form area. The laptop's keyboard is partially visible at the bottom of the frame.

**eCAPITAL** INDUSTRIES PRODUCTS COMPANY RESOURCES PARTNERS

\*\* indicates required fields

### ENTER YOUR RATES & COST BURDEN:

We have populated some of the fields below with common rates and costs. You can edit these as needed. If you have any questions, [get in touch](#).

**BILL RATE**

per hour

per month

**PAY RATE**

per hour

per month

**MARKUP**

%

**ENTER YOUR COSTS:**

Enter exact per payroll (e.g., 0.25) per payroll

**WORKERS COMPENSATION**

**FICA**

**MEDICARE**

**FEDERAL UNEMPLOYMENT**

**STATE UNEMPLOYMENT**

**OTHER (ADVANCEMENT)**

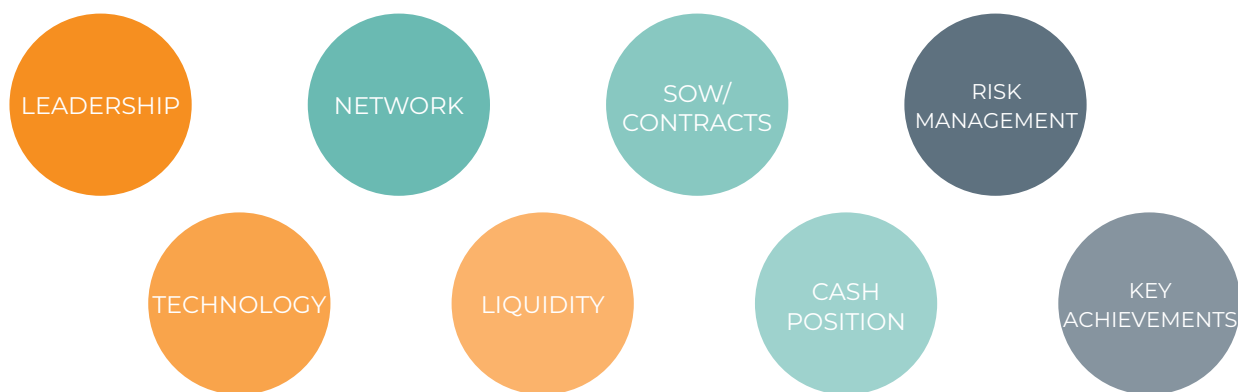
**VMS FEE**

Laptop

# ADDING VALUE

Regardless of if you are an individual contributor or owner, how are you adding value to your staffing business? Using the considerations below, **write down your top three value contributions.**

## FUTURE PLANNING CONSIDERATIONS



### NOTES

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