



Testimonial:

“Our thanks to the MEP program and the assistance given to small business in Kentucky, without AKA's help we could not have participated. “

Joe Fields, VP Business Development
Outdoor Venture Corporation

Company Profile:

Outdoor Venture Corporation (OVC) has been in business since 1972 developing, designing, and manufacturing commercial tent systems, military tent systems, sleeping bags, hunting products, and was one of the first suppliers of automotive air bags in the United States.

Situation:

OVC is a manufacturer that was looking for ways to diversify, improve manufacturing processes, develop new/unique products, reduce cost, increase efficiency, and reduce time constraints for delivery of products to customer. We needed a tool/process to ensure that we were always focusing on improvements, new product success, reducing cost, and increasing speed/efficiency.

Solution:

Outdoor Venture Corporation and Scott Broughton with Advantage Kentucky Alliance have been on a journey the past four years sharing ways to stimulate innovation and improve the manufacturing process. This process has helped OVC develop and market new products with ideas that might not have been captured or pursued by our company if we were not using the Growth Management tools and the growth portal. We have received one Patent and have 3 Patents pending as well as generated more than \$4.5MM in impacts in the past 12 months alone that can be attributed to this process. AKA is also helping OVC upgrade to ISO 9001-2015. We have trained and certified one Black Belt and trained over 12 Green belts to implement and guide the OVC Innovation system.



Direct Results:



Trained 1 OVC Black Belt and 12 OVC Green Belts



OVC was Awarded 1 Patent with 3 more Pending



Increased Sales by \$500,000



Increased Investment in New Products of \$1M



Increased Plant/Equipment Investment by \$1M



Had \$1M in Increased Investment