

# CASE STUDY



Blueway, now part of RES, is a collaboration of business and environmental professionals that specialize in the practice of ecosystem restoration, including, conservation finance, and environmental credit sales.

*"TechCXO was a key business partner for BlueWay over the last 5 years. At every twist and turn, strategic or tactical, TechCXO was a trusted financial advisor for us. Jason and Greg were essential to our ability to prepare for and execute the eventual successful sale of our business."*



Trey Evans  
**CEO, Blueway**

## CHALLENGE

- Need for functional and strategic finance and accounting expertise.
- Need for extensive financial modeling to enable business expansion analysis and scenario building.
- Need for extensive accounting expertise and consolidated reporting capabilities covering more than a dozen entities.

## INTERVENTION

- TechCXO implemented its best practice financial reporting and financial modeling tools across the BlueWay ecosystem to enable executive management key insights into the business throughout its growth curve.
- TechCXO leveraged its extensive M&A experience to help guide BlueWay to and through its successful exit.

## OUTCOME

Blueway was acquired by RES, backed by KKR, in 2020.