



# VERYABLE

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Indiana Governor's Workforce Cabinet  
Veryable // Berry Global - Panel Discussion  
8.29.2024

## Who we are:

- Started in 2017 in Dallas, spreading across the southwest and southeast regions.
- Established the West Division in Indianapolis in late 2020, taking the concept to the Midwest, Northeast, and targeted expansions in the West.
- Active in over 40+ major US manufacturing hubs.
- Digital operational tool and on-demand labor marketplace for meeting flexibility and agility needs
- Focused exclusively on Manufacturing, Distribution, and Logistics sectors

## Why we are here today:

- Brief overview of what Veryable is.
- General scale and scope in Indiana and the United States
- Highlighting data and use case for Berry Global
- How this fits in with the work that the Governor's Workforce Cabinet is doing.



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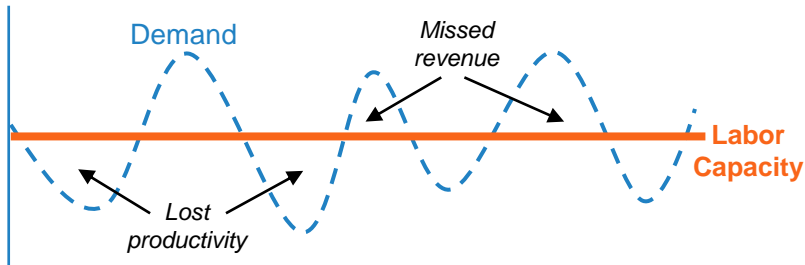


Our mission is to revitalize the American manufacturing sector by allowing businesses to “variablize” labor costs in small increments. This lets them increase costs only as their output increases, which will empower businesses to scale while maintaining a lower and more constant cost structure.

We aim to achieve this through our technology, which enables us to transform an antiquated and inefficient labor market into a real-time marketplace for labor. This will put more people to work and relieve the burden on producers, improving overall productivity and enabling organic growth.

## Fundamental Challenges

- Businesses have traditionally been forced to plan capacity based on averages
  - *Historically there has been no alternative: upfront costs to recruit and acquire skilled labor, capital and equipment constraints, etc.*
- This practice hurts businesses by limiting revenue growth and productivity



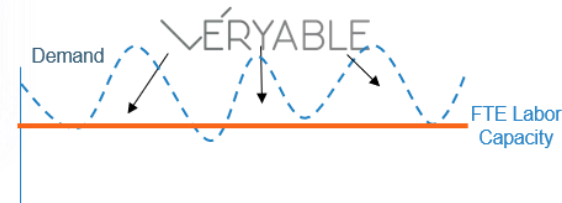
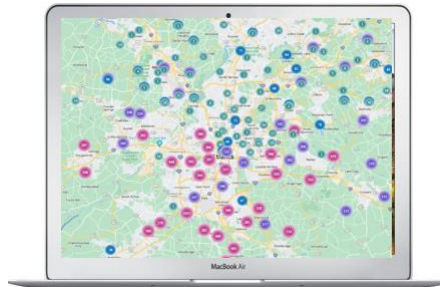
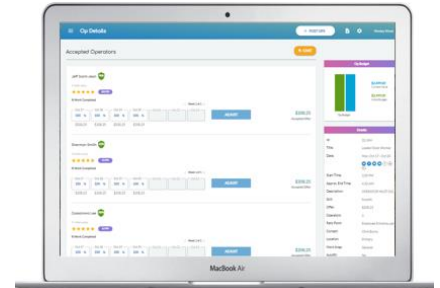
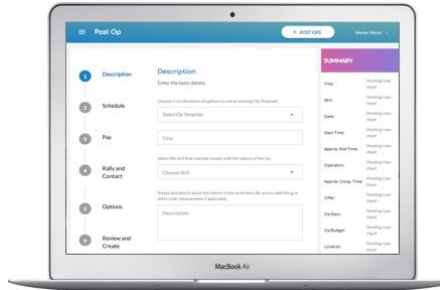
- Businesses are affected by small and large swings, making labor planning that much more challenging.

## Implications

- **Missed revenue potential**
- **Constrained business growth**
- **Negligible labor productivity over the last 5 years across most sectors**
- **Backlogs and long lead times**
- **Risk averse approach and conservative hiring practices**
- **Outsourcing to regions with lower labor cost or more flexible labor pools**
- **Continued hollowing out of the middle class and small businesses in higher cost regions**

**Veryable solves this by allowing businesses to scale Labor up and down with demand.**

1. Create short-work ops to local Veryable marketplace
2. Operators bid to work. Business reviews Operator profiles and selects the Operators to work.
3. Operators arrive on-site and complete the work that was requested.
4. Business adjusts time (if needed) and rates the Operators on a 1-5-star scale.
5. Business adds favorite Operators to custom/curated labor pool to work future ops.



Veryable has a separate platform called [Workforce Management](#), which enables planning, scheduling, and optimizing Full Time employees along with Veryable Operators.

# What Veryable IS And is NOT

## Veryable Is

**Free marketplace** - connecting businesses in manufacturing and supply chain to an on-demand economy of skilled and rated operators

**Meritocracy** - the marketplace is held together by constant accountability driving workforce improvement

**First operational tool** - built to increase throughput, by optimizing operations through operator utilization.

**A new labor paradigm** - that blends traditional labor practices with on-demand labor enabling operations to become more efficient, agile and flexible

## Veryable is Not

**A temporary solution** - blending on-demand labor into your operation requires a fundamental change in how you manage your operations

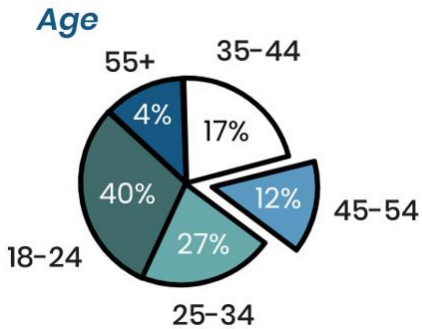
**A band aid to fix output and poor performance/management decisions** - Veryable should be used to attack one of the core constraints of your operation - trying to match output with a fixed labor model

**A staffing/recruiting solution** - Veryable is offering operations a flexible solution free from contracts, minimums, and costly fees

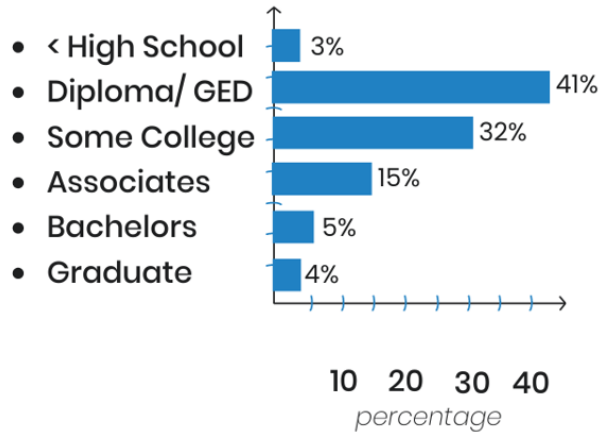
**Trying to replace employees** - Veryable is building an extension to your full time workforce

**Veryable is an alternate option, different from traditional full time and staffing models.**

# Operator Demographics



**Education**

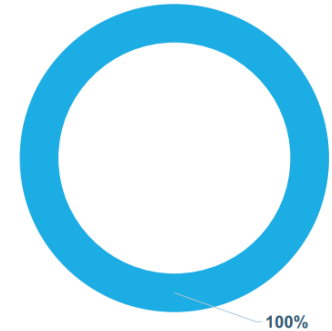


**Gender**



52% female  
48% male

**WOULD YOU RECOMMEND VERYABLE?**



100% of Operators would recommend Veryable to a friend or family member

**Certification Interest**

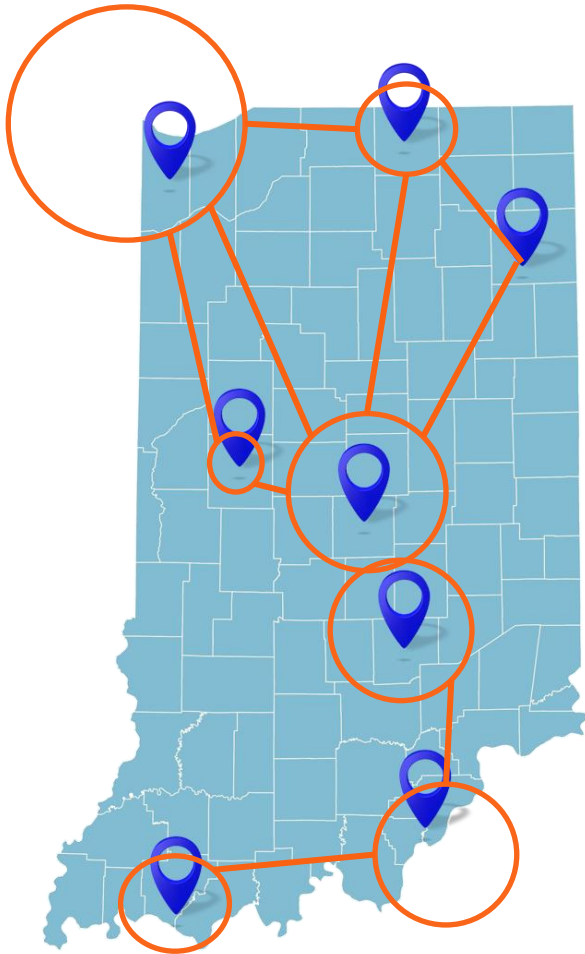
- 86% of Operators are interested in gaining a certification

**How do they use Veryable?**

*Operator App Usage Weekly*



- 85% of Operators use between 1-3 apps to find work opportunities
- 70% of Operators use Veryable as a temporary source of income
- 30% of Operators use Veryable as a long term business opportunity to earn income



## Operators

- Over **15.8K** Operators across Indiana, with **9.2K** actively bidding, putting over **\$5.42M** directly into Hoosiers pockets to spend in their communities.
- Skill sets include Assembly, Driving, Engineering, Fork Truck, Machining, Test / Inspection, Tooling, Warehousing, and Welding – there are 30 sub skills underneath these macro skill categories.
- Access to the 40% of the population non-participating in the workforce.

## Businesses

- **337K incremental production** hours gained through the platform in IN.
- **167** Indiana businesses are using the platform across the state including Cummins, Berry Global, Toyota, and over 100 SMB.
- This is making IN businesses faster and more competitive than their peers.

## Indiana

- Over **\$28.34M** in [economic value creation](#) across the state of Indiana.
- Our IN presence is Greater Indianapolis, Columbus, South Bend / Elkhart, Evansville, Lafayette, and the greater Chicago / Louisville metros.
- Veryable's [2022 Manufacturing Day](#) focused on manufacturing in Indiana as well as our partnerships with Ivy Tech and Grow Wabash.





## Berry Global

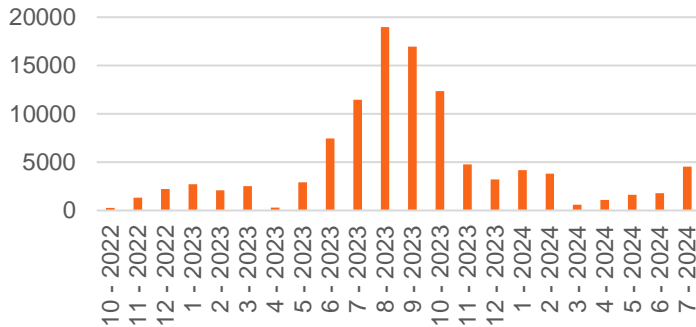
Berry Global is a global manufacturer specializing in plastic packaging and nonwoven products. Headquartered in Evansville, Indiana, the company operates numerous facilities across the state, making Indiana a significant hub for its operations. Berry Global produces a wide range of products, including containers, closures, and specialty films, serving various industries like consumer goods, healthcare, and industrial applications.

In Indiana, Berry Global's presence is marked by its large manufacturing footprint, which contributes substantially to the local economy. The company provides numerous jobs and engages in community initiatives, bolstering both economic and social aspects of the region. Overall, Berry Global plays a crucial role in Indiana's industrial sector and its economic development.

Berry Global partnered with Veryable in October 2022 in two of their plants in Lawrence, Kansas. After successful pilots the leadership team expanded into their operations in Jeffersontown, Kentucky and then quickly across five of their operations across Evansville. Currently, Berry Global is exploring expansion to other sites across Veryable's US network and evaluating leading edge tools Veryable's Workforce Management to streamline labor planning.

**Berry Global has positioned themselves as a progressive leader in workforce innovation by creatively testing and adopting new technology and innovation.**

Incremental Production Hours  
Berry Global Accessed



**16,186**

• Veryable Operators in Indiana

**1,787**

• Veryable Operators in Evansville

**203**

• Veryable Operators - Trained in Berry Global's Labor Pool

## Berry Global – Evansville Operations

- Berry Global has brought in 107k of incremental skilled production hours from the Veryable marketplace since 2023.
- Of the 16k Veryable Operators in Indiana, Berry Global has curated a Labor Pool of 203 Operators who are trained in Berry's processes and that they can tap into at any time.
- Berry continues to bring in new Operators to try out, keeping only the best Operators to add to and continue building their Labor Pool.
- Over 65% of these hours are on 2<sup>nd</sup> shift, 3<sup>rd</sup> shift, or weekend coverage – reducing forced overtime and reducing turnover for Full Time Employees.
- Veryable Opportunities are posted for over 15 different production areas.
- Operators are performing Molding, Inspection, Rework, Packing work.
- Leveraging the Veryable platform to bring in labor when (and only when) needed Berry Global has been able to
  - Handle large/peak volume times
  - Minimize service disruption
  - Drive out excessive costs
  - Quickly react to call-ins / vacation / absences from employees



- Direct impact to your WIOA strategic vision to
  - Help Employers find Skilled Workers
  - Remove Barriers for Workers
  - Prepare Future Skilled Workers
- Ability to capture and quantify results.
- Massive ROI in the form of business growth, economic development, and improving participation rates.
- Unlimited labor through our platform, we currently have 13X bids for each opportunity and we have Operators waitlisted.
- Awareness and exposure on the business side is the limiting constraint to grow in Indiana.
- Thousands of Operators are available to be deployed giving Indiana businesses and economy an immediate lift.
- Longer term solution for workforce constrained areas as well as critical economic investment initiatives i.e. Semiconductor, Automotive, Life Sciences, etc.

**Partnering with Veryable will amplify your results, giving Indiana the infrastructure and access to an untapped portion of the workforce.**