



CRAFTEDWILD CABINETRY: CONSTRUCTING A SUSTAINABLE GROWTH STRATEGY

Like many makers, Kyle Kiperan and Kornel Tadeuszuk started their cabinetry business unofficially in a garage. They built coffee tables and bookshelves for friends and family, and made it official in 2014 after people started placing orders. Operating out of Elk Grove Village, CraftedWild has become one of the premiere full-service cabinetry shops in the Chicagoland area, specializing in the design, manufacturing and installation of high-end modern and contemporary kitchens, closets and more.

While making a name for themselves with exceptional quality and a white-glove customer experience, Kyle and Kornel also recognized the need to level-up their business operations, and were among the first two businesses to apply for the Next Level Northwest business accelerator program in 2018.

PERFECT MATCH

While Kyle heads up business operations for CraftedWild, his co-founder Kornel is a third-generation wood craftsman, and leads CraftedWild's production operations from design to installation to inspection. The duo was matched with NLNW coach Sybil Ege, a professional business coach and the CEO and Co-Founder at The Business of Food, to begin their coaching engagement.

"Sybil spent three sessions with my partner and me truly getting to know us and our business model, our strengths and opportunities," commented Kyle. "That was a great sign, and it led to an in-depth understanding of us, our model, what we strive for, what we want to work on, and what we perceive as our opportunity."

LONG-TERM PLANNING

Throughout their sessions with their NLNW coach, Kyle and Kornel quickly honed their focus to improving CraftedWild's operations, policies and procedures. "For a small business, it's about making payroll, it's about taking care of the client, it's about right now, today, this week," said Kyle. "Sybil showed us how to spend time now on budgeting, policies, procedures, and operational guides to plan that future growth. Having access to someone who isn't wearing our blinders, who isn't boiling in this kettle each day, is a great wake up call."



SECURED NEW
**INTERNATIONAL
RELATIONSHIPS**

PLANNED
**FACILITY
EXPANSION**



THREE JOBS
CREATED
AFTER COMPLETING PROGRAM

One month after completing the program, **WE'RE HAVING OUR BEST MONTH EVER.** We have identified bottlenecks and are working to expand our team with several new roles.

Kyle Kiperan, Co-Founder and CEO of CraftedWild Cabinetry

SUSTAINABLE RESULTS

With their coach's valuable outside perspective, CraftedWild had the confidence to grow their team and bid on key projects that would drive significant growth for their company. "The things we are working on are really foundational, helping us to hire and scale," said Kyle. "One month after completing the program, we're having our best month ever. We have identified bottlenecks, hired one full time employee, and we are looking to hire another part time employee." The team has also outgrown their 4,000 square foot facility and is actively seeking a larger space.

ABOUT NEXT LEVEL NORTHWEST

Next Level Northwest (NLNW) is a free not-for-profit business accelerator program founded by five Northwest Chicagoland municipalities—Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg—as a public-private partnership. NLNW aims to support regional and local businesses through collaborative and innovative initiatives to help grow local economies. To learn more about Next Level Northwest or to submit an application for your company to join the next class of companies in the business accelerator program, visit www.nextlevelnorthwest.org

THE PATH TO SUCCESS STARTS HERE



To get started, visit NextLevelNorthwest.org and/or contact your local Economic Development Director for more information.

Josh Grodzin, CEcD
Elk Grove Village
Interim Executive Director
& Director Business
Development and Marketing
T: 847.357.4005
E: JGrodzin@elkgrove.org

Shubhra Govind, AICP
Hanover Park
Director of Community and
Economic Development
T: 630.823.5781
E: sgovind@hpil.org

Kevin Kramer, CEcD
Hoffman Estates
Director of Economic
Development
T: 847.781.2662
E: kevin.kramer@hoffmanestates.org

Martha H. Corner, AICP
Rolling Meadows
Business Advocate
T: 847.870.9004
E: cornerm@cityrm.org

Matt Frank
Schaumburg
Director of Economic
Development
T: 847.923.3853
E: mfrank@cischaumburg.il.us