

EXECUTIVE PROCUREMENT BRIEF

Big Bad Mats

Procurement Cost Benefit & Unit Economics Analysis

Reducing Total Project Cost Through Engineered Ground Protection

PREPARED FOR

Procurement Directors

Strategic Sourcing

Category Managers

Construction Ops Directors

Project Executives

Estimators

Fleet Managers

CFOs

Project Controls

Big Bad Mats should be evaluated as a **Total Project Cost Reduction investment** — not simply as a rental or equipment purchase.

Executive Summary

Procurement decisions are often driven by purchase price. Yet on heavy civil construction projects, the largest costs are not generated at the point of purchase — they are generated in the field, through the hidden operational losses that accumulate across a project's life.

- Equipment downtime

- Labor inefficiency

- Weather delays

- Temporary access construction

- Site restoration

- Equipment recovery

- Environmental incidents

- Schedule extensions

Positioned correctly, Big Bad Mats functions as **infrastructure that reduces these hidden project costs** — converting a line-item expense into a measurable driver of project economics.



"The lowest purchase price rarely delivers the lowest total project cost."

Why Procurement Should Evaluate Total Cost

Procurement should optimize **lifecycle value** rather than initial expenditure. Each layer below compounds into the number that actually appears on the project P&L.

01 Initial Purchase Price

The visible line item



02 Operational Productivity

Uptime, throughput, crew efficiency



03 Schedule Performance

Fewer delays, faster completion



04 Risk Reduction

Safety, environmental & damage exposure



05 Total Installed Project Cost

The number that matters

Scenario-Based Financial Analysis

Three representative deployments demonstrate how return scales with project size and complexity.

Scenario A

30-DAY

Small Site Access Project

29%

ROI

Investment

\$18,000

Cost Avoidance

\$23,200

Net Benefit

\$5,200

PAYBACK

23 Days

RETURN ON INVESTMENT

29%

Scenario B

45-DAY

Medium Civil Construction Project

228%

ROI

Investment

\$25,000

Cost Avoidance

\$82,000

Net Benefit

\$57,000

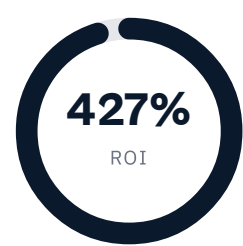
PAYBACK

14 Days

RETURN ON INVESTMENT

228%

Large Infrastructure Project



Investment	\$35,000
Cost Avoidance	\$184,500
Net Benefit	\$149,500

PAYBACK

8 Days

RETURN ON INVESTMENT

427%

Unit Economics Breakdown

10

Heavy equipment assets

25

Person field crew

45

Day project

\$250/hr

Equipment operating cost

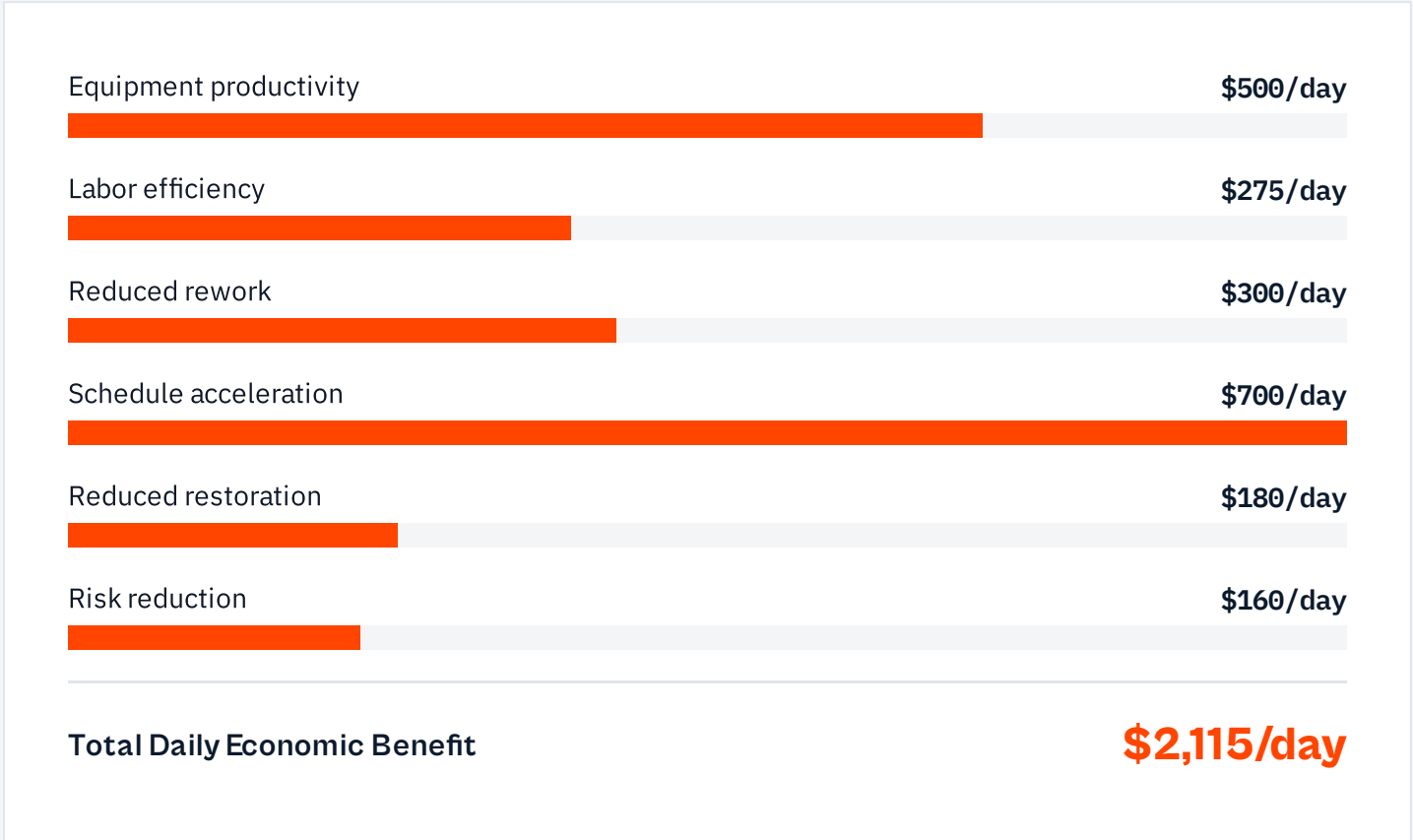
\$75/hr

Burdened labor

3.8 : 1

Benefit-to-cost ratio

Estimated daily economic value created



45-DAY VALUE CREATED

\$95,175

BIG BAD MATS INVESTMENT

\$25,000

NET FINANCIAL BENEFIT

BENEFIT-TO-COST RATIO

\$70,175

3.8 : 1

Cost Drivers Eliminated

Engineered access solutions attack the largest hidden project costs at their source.



Equipment downtime

Idle machines waiting on stable ground.



Labor waiting

Crews standing by during access failures.



Machine recovery

Extracting bogged-down equipment.



Temporary road construction

Gravel, timber & rebuild cycles.



Soft ground delays

Lost days on unstable subgrade.



Rain delays

Weather shutdowns on bare ground.



Site restoration

Regrading and re-vegetation at closeout.



Environmental remediation

Rutting, runoff & sensitive-area impact.



Safety incidents

Slips, trips & unstable-surface events.



Equipment damage

Wear from operating on poor ground.

Procurement Decision Matrix

⊗ Traditional Procurement

- Lowest upfront cost
- Price-focused
- Reactive
- Unknown lifecycle costs

✓ Value-Based Procurement

- ✓ Lowest total project cost
- ✓ Productivity-focused
- ✓ Risk-managed
- ✓ Quantifiable ROI
- ✓ Faster project completion
- ✓ Reduced operational variability

Executive Financial Dashboard

Representative 45-day civil construction project. Figures are illustrative and vary by site conditions, equipment mix, and schedule.

 \$25,000 INVESTMENT	 \$82,000 EST. COST AVOIDANCE
 \$57,000 NET FINANCIAL BENEFIT	 228% RETURN ON INVESTMENT
 3.3 : 1 BENEFIT-TO-COST RATIO	 14 Days PAYBACK PERIOD
 ~7 Days SCHEDULE DAYS RECOVERED	 ~160 hrs EQUIPMENT HOURS RECOVERED
 ~300 hrs LABOR HOURS RECOVERED	 ~65% RISK EXPOSURE REDUCED

Procurement Recommendation

Big Bad Mats should be evaluated as a **project cost optimization strategy** rather than a commodity purchase. While unit price may exceed lower-cost alternatives, measurable reductions in downtime, schedule delays, equipment recovery, restoration, and operational risk can substantially improve overall project economics.

"The objective is not to purchase the least expensive mat. The objective is to deliver the lowest total installed project cost."

Discuss a project-specific analysis

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