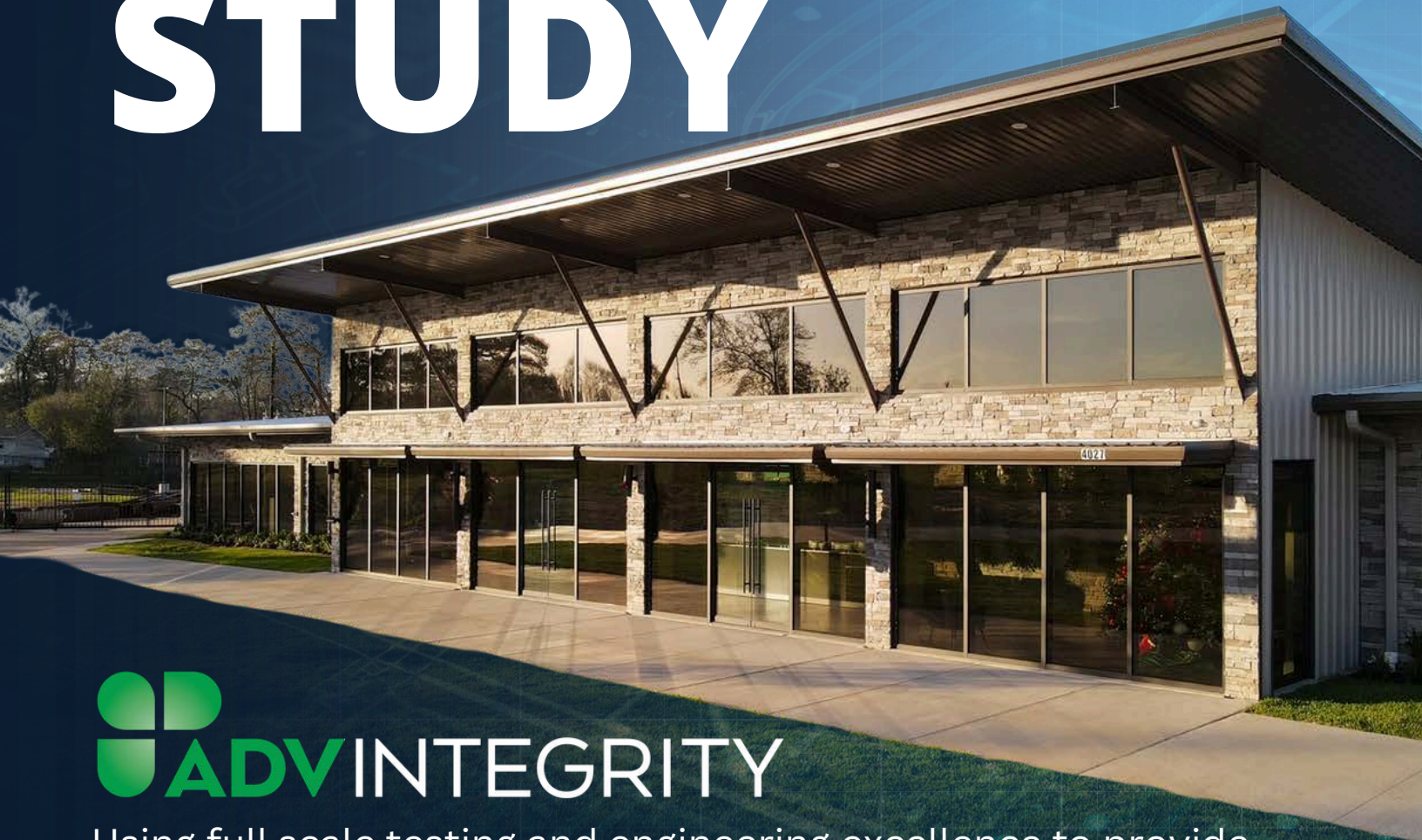


A BLUEPRINT CASE STUDY



 **ADV**INTEGRITY

Using full scale testing and engineering excellence to provide integrity solutions for the high pressure pipeline industry



CHALLENGE



SOLUTION



VALIDATION



RESULTS

BYB Advisors
BLUEPRINT YOUR BUSINESS

Dear Fellow Builder,

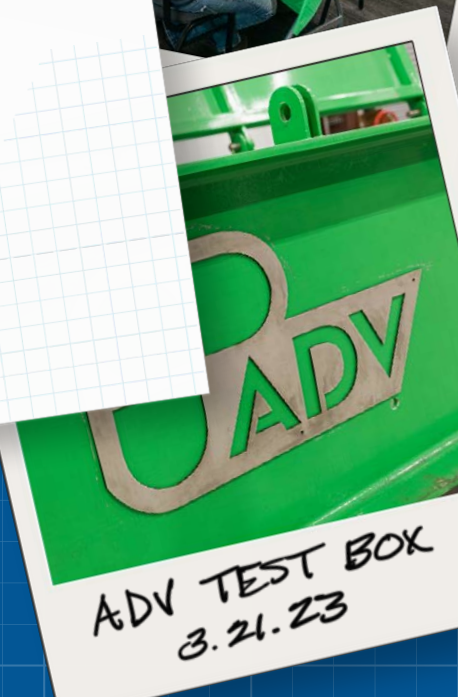
Building a business is hard. We all know that, and it's why there are so few truly successful stories. And while we love success stories, we don't love "easy" ones. From the books we read to the movies we watch, deep down we want our heroes to struggle a bit before they win the game, get the girl, or blow up the Death Star. What's interesting is that in our own lives, we want to win, but we don't want it to be too difficult. Unfortunately, or maybe fortunately, that's not how life works. Besides, easy-win stories wouldn't be much fun anyway, would they?

What you have in your hands is the story of a company built over seven years from a compelling idea into a business strong enough to attract both talented people and the interest of a billion-dollar buyer. It follows the journey of ADV Integrity, Inc., an engineering consulting firm I founded in the Houston, Texas area in 2017.

I share this story because our success was not accidental. While we were certainly blessed by God, we built ADV Integrity through a disciplined and repeatable approach that ultimately became known as the iCORE framework that is highlighted in this booklet. Our progress came from consistently identifying marketplace gaps (i), connecting with customers (C), operating with clear processes (O), rallying our team (R), and driving growth by expecting on-time results (E). Combined, these spell iCORE.

We created this booklet because your company has a story worth telling (and we want to help you tell it!). We started BYB Advisors to help companies and organizations like yours clearly articulate that story and develop it into its strongest form. Like a coach of a world-class athlete, we don't want to just help your company, we want you to be the best-in-class version of you.

Chris Alexander
Dr. Chris Alexander
President and Founder





THE ADV INTEGRITY STORY

In the mature, slow-moving oil and gas industry, ADV Integrity, Inc. did something rare: grew from a one-person consultancy into a 40-person engineering firm and achieved an eight-figure exit just five years after hiring its first employee.

Founded by Dr. Chris Alexander, ADV broke away from the traditional “cookie-cutter” consulting model by bringing testing, engineering analysis, and technology commercialization together under one roof. The result was 40% annual revenue growth and an acquisition by a billion-dollar inspection firm, Acuren, in April 2024.

But the real story is not just the exit. It is the disciplined, repeatable approach behind the growth, the same approach that ultimately became the foundation of the iCORE framework.

The iCORE Framework

iCORE is a practical framework for building and scaling a healthy business around five core elements: Identify marketplace gaps, Connect with people, Operate using processes, Rally your team, and Expect on-time results.

At ADV Integrity, we put **iCORE** into action by combining deep technical expertise with intentional sales, marketing, team alignment, and repeatable processes. That discipline helped us identify real industry needs, engage customers more effectively, and deliver consistent results.

The framework behind Business by Blueprint was shaped by my consulting experience, but more specifically by what worked as we built ADV. Over five years, that approach helped drive more than 40% growth in both annual revenue and staff, strengthened our market position, and ultimately led to a successful acquisition.



IDENTIFY MARKETPLACE GAPS

ADV Story: At ADV Integrity, we identified marketplace gaps by listening closely to customers and studying where competitors were falling short. One of our most effective strategies was positioning ourselves as industry connectors, regularly hosting events that brought operators, engineers, and technology providers together, something our competitors were not doing.

We also focused on gaps in marketing, customer engagement, and technical clarity, areas where many firms struggled. By combining strong technical expertise with intentional communication and relationship-building, we created differentiated services aligned with real market needs and stood apart from “me too” competitors.



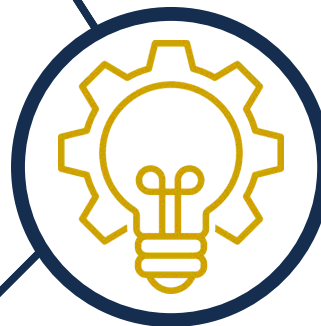
The most profound gap that ADV identified, one totally neglected by most of our competitors, was the three-element interaction between technology providers, operators, and investors. Within five years ADV was working with close to 60 pipeline companies and more than 100 technology companies, many of whom relied on our ability to validate their technologies as a third-party test lab.



TECHNOLOGY PROVIDERS
+ SERVICE COMPANIES

**OPERATORS/
TECHNOLOGY
USERS**

+ REGULATORY
AGENCIES



**TECHNOLOGY
INVESTORS**

CONNECT WITH PEOPLE

ADV Story: ADV Integrity connected with people by intentionally building relationships and engaging customers across multiple channels.

In the early days, personal relationships fueled growth, helping us reach more than 40 clients and \$2 million in revenue in our first year. From there, we expanded our reach through an informative website that freely shared valuable insights, LinkedIn updates that built our brand, client lunches, events, and memorable content, including a drone video of our new Magnolia facility that was viewed around the world.

Each touchpoint strengthened relationships, demonstrated capability, and expanded ADV's presence far beyond what most competitors were doing.

IDT EXPO was an industry forum that brought together operators, technology companies, and business leaders to share ideas and explore opportunities. For ADV Integrity, it became a powerful way to both connect with people and identify marketplace gaps by putting the right voices in the same room.

We even had a podcast called **IDT My Way**. Through these events and resources, ADV facilitated meaningful conversations, uncovered unmet needs, and gained real-time insight into industry challenges. The result was stronger relationships and clearer gaps around technology validation, collaboration, and communication.



The **Composite Technology Advancement Group (CTAG)** is a collaborative forum focused on advancing composite repair technologies in the pipeline industry. CTAG helped ADV Integrity connect with people and identify marketplace gaps by bringing together operators, engineers, regulators, and technology providers. Through open discussions on real-world challenges and emerging needs, these interactions strengthened relationships and exposed gaps in standards and testing, positioning ADV as a world leader in evaluating both composite repair technologies and spoolable composite pipe.

OPERATING USING PROCESSES

ADV Story: ADV Integrity operated using processes by evolving from simple, founder-led systems into structured, scalable operations. In the early days, all activities including accounting, invoicing, client communication, and collections were managed through detailed spreadsheets. As the company grew, formal structure became essential, leading to hiring a superb business administrator who implemented systems across HR, finance, IT, and operations. We developed defined processes for winning work, executing projects, and billing clients, supported by tools like the Client Assessment & Response Tool (CART) and revenue tracking systems that were reviewed weekly to ensure accountability and forecast performance. These resources allowed us to increase the size of our staff and revenue at more than 40% on average each year.



JUNE 2017



DEC. 2022



DEC. 2023

RALLY YOUR TEAM

ADV Story: At ADV Integrity, we rallied our team by building a strong culture centered on core values, accountability, and consistent communication. We defined and lived out our “TREAT” core values of:

- Trust
- Resourcefulness
- Encouragement
- Accommodating
- Teamwork.

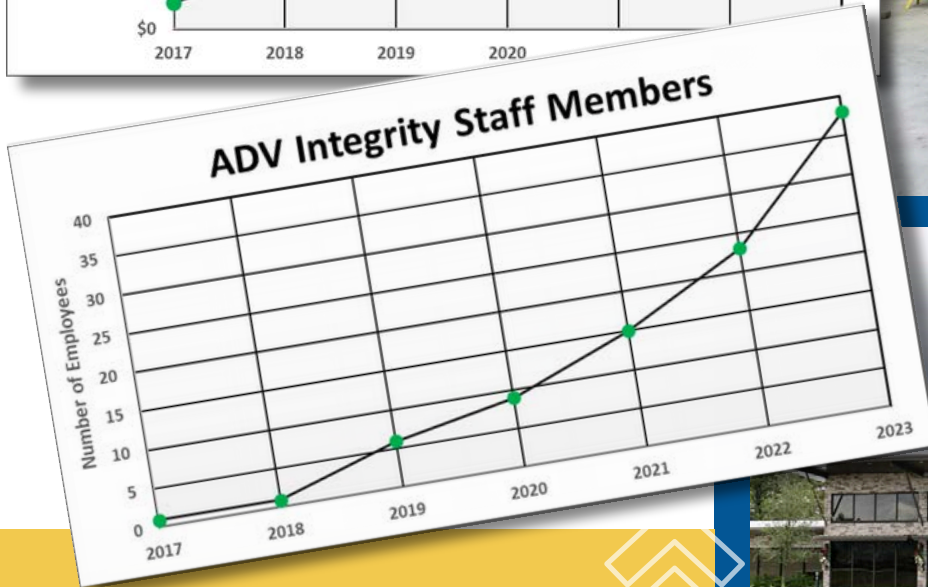
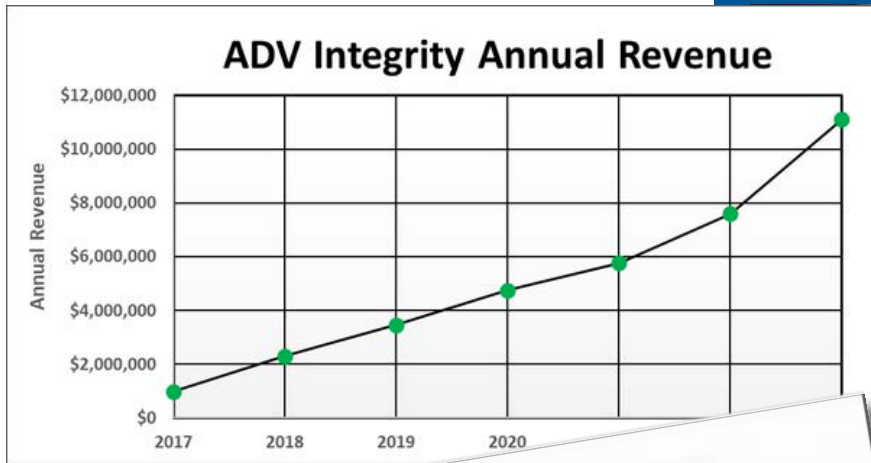


We held employees accountable to live by these core values. We reinforced culture through quarterly recognition of employees and regular feedback conversations. Structured annual and quarterly reviews aligned individual performance with company goals. We also hosted quarterly “state of the company” meetings to communicate results, and celebrate wins, to strengthen alignment across the organization.

EXPECT ON-TIME RESULTS

ADV Story: At ADV Integrity, we expected on-time results by establishing clear financial targets, tracking performance, and holding ourselves accountable through disciplined processes. Each year, we set revenue goals and monitored progress weekly against monthly targets. Tools like the Client Assessment and Response Tool for tracking proposals and the Invoice Tracking Sheet for monitoring revenue allowed us to track opportunities, forecast revenue, and adjust sales efforts when projections were going to fall short.

Our data-driven approach eliminated guesswork and drove timely action. By consistently measuring performance and responding accordingly, we created a culture of accountability that enabled us to exceed projections and sustain annual growth of both staff and revenue of over 40%.



Our goal of reaching \$10 million in 10 years was achieved in a little over five years.





 **BYB Advisors**
BLUEPRINT YOUR BUSINESS

 **myiCORE**



Through hands-on workshops, including real-world sessions captured in action, our myiCORE.com platform, targeted marketing strategies, and practical consulting, we help companies turn ideas into structured, scalable businesses. Each resource is designed to work together, providing clarity, alignment, and momentum so you can build a company that performs at the highest level.



Explore Our Resources

Website: BYBAdvisors.com

Book: Business by Blueprint

Podcast: Blueprint Your Business
Insights & Articles

Assessment Tool: myiCORE.com



Ready to Build Your Blueprint?

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