

## WHAT WE DO

### FRACTIONAL / INTERIM LEADERSHIP

One of our senior B2B professionals joins your team as a Fractional C-suite executive or Board Advisor on a flexible basis (e.g., part-time or for specific initiatives) to enhance your strategic direction and execution capabilities.

### GROWTH STRATEGY AND TRANSFORMATION

We engage with you for strategic projects tailored to address your specific needs, ranging from market exploration, go-to-market strategies, creating strategic partnerships, getting investor ready or preparing an exit.

## WHAT WE SOLVE

### EXPERTISE

Many businesses aren't set-up to explore market opportunities objectively. Without the right skills and expertise they effectively gamble their future. Our experts reduce the time needed to explore and validate options by 50%.

### AFFORDABILITY

With a focus on profitable growth, funding a team to enter a new market or new segment prior to have validated the opportunity is, for most organizations, out of reach. Our growth experts de-risk your venture diligently and cost effectively.

### AGILITY

The first senior hire for a new market typically takes 6 months to onboard but often doesn't last 2 years. Entering a new market or vertical requires leadership but the skills needed to getting initial traction are different to scaling. Our on-demand experts validate the market and generate the traction before you commit.

### CREDIBILITY AND REACH

Targeting a new use case, vertical or market requires access to strategic partners and target clients outside the network of founders. We leverage our senior executive contacts to gather relevant insight and to open the door.

### RESULTS

Most businesses have to achieve goals and milestones, be it to satisfy investors, secure funding or to prepare for an exit. We provide strategic guidance and delivery expertise on-demand to enable you achieve your goals and results at pace.

## WHO WE HELP

- B2B Tech or Services companies
- Funded and/or revenue generating
- Aiming for product-market fit or growth
- Based in Europe, UK or Israel or with ambition to expand into that region

## WHO WE ARE



Meet our Co-founders and Managing Partners  
**TORSTEN KRIEDT**    **INBAL LATNER**

Recognized international B2B leaders

20+ years experience in Growth Strategies,  
Go-to-Market Strategies, Product Strategy,  
Venture Building

Diverse domain expertise from FinTech to  
Travel, from Enterprise Software to  
Healthcare, and SaaS to Logistics

Led development and launch of strategic  
products, creation of global business units,  
and M&A investment pitches

Borderless mindset with working experience  
in the US, Europe, Israel, and Singapore

Roles span engineering, tech, product,  
consulting, operations and commercial

## HOW WE DO IT

We listen to your needs, ambition and  
expectations

We work with you to create an approach that  
specifically meets your unique business needs

As part of our rapid onboarding we assess your  
baseline based on our Durable Growth Model

We create a partnership with aligned and shared  
goals

This is what our clients say about us

**"Mature thinking, thoroughly applied to  
your particular business problem."**

Paul Pop, Co-Founder & CEO, Neurolabs

## OUR VALUES

### BE FACTUAL

Market validation is an art and a science. We  
pride ourselves on our rigorous and  
comprehensive analytical approach to provide  
you with facts to guide your decisions.

### TO ENABLE

Our goal is to empower your team with the  
tools, knowledge, and confidence they need to  
take your business to new heights. We open  
the doors for you and provide guidance when  
things get difficult.

### TO CHALLENGE

A good advisor is your cheerleader but also your  
critical friend. We are committed to providing  
honest, unvarnished insights. We call out  
assumptions and develop scenarios to help you  
find the most effective pathway to achieve your  
growth ambitions.