

WHAT WE DO

FRACTIONAL / INTERIM LEADERSHIP

One of our senior B2B professionals joins your team as a fractional senior 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 and go-to-market strategies, from creating strategic partnerships to full-scale business transformations, from getting investor ready to 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 value creation through strategic growth or transformation

Operating in Europe, UK or Israel or with ambition to expand into that region



WHO WE ARE



Meet our Co-founder and Managing Partner

TORSTEN KRIEDT

Recognized senior international B2B leader

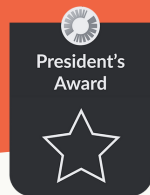
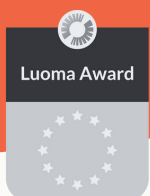
20+ years experience in Venture Building, Product, Go-to-Market Strategies, and Digital Transformation

Broad domain expertise ranging from Travel and Spend Management to Workforce Management, from Enterprise Software and SaaS to Services

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

Borderless mindset with working experience in Europe, the U.K.

Roles span product, innovation, consulting, intelligence, 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.