

SHAIL ADVISORS

EMPOWERING YOUR VISION, ACCELERATING
YOUR GROWTH



GROWING &
BUILDING
COMPANIES...
EXPONENTIALLY &
PROFITABLY

UNDERSTANDING THE STARTUP JOURNEY

Key growth challenges a company faces :

Product Market Fit

Build the right team

Scaling & Growth –
Acquiring & retaining
customers

Securing Funding

Strategising &
Pivoting

Financial
management

Managing Compliance
& regulatory
requirements



Why It Matters? Because early decisions make or break long-term success

INTRODUCTION TO SHAIL ADVISORS



Overview: The partner & mentor that every founder needs, to grow their company

We believe in actively engaging with all our startups. Not just industry reports or consulting, we help in rigorous execution on the ground.



Mission: Empowering Your Vision, Accelerating Your Growth.

We drive startup growth with tailored business strategies

From helping you find PMF to scaling operations, from helping you build a team to finding investors, We are with you every step of the way



Expertise: Years of experience in helping early-stage companies achieve success

Helped our partners achieve 30-80% Q-o-Q growth

Built & exited 3 startups ourselves

We have built & managed teams from 0 to 6500 people

Helped our partners scale from local to national level operations

Helped secure funding from angel to IPO stages

Our team has managed and/or setup compliance & regulatory processes for our partners

OUR APPROACH TO EXPONENTIAL GROWTH



Holistic Strategy:

We always believe in building long term strategy comprising of short term projects. This helps in clear vision & agile responses to business environment

Business development – every startup has a different approach to business. That is why every business is developed with a different strategy

Market positioning – Post PMF it is important to recognize who is your customer

Financial planning – finance cycles have to move ahead of business plans



Customized Solutions:

Tailored strategies to fit each startup's unique needs

Distribution – digital, franchising, channel sales – every startup requires a different approach

Staffing – not all startups need people to grow. We help structure core teams, organizational design, outsourced solution and more

Marketing – customized basis the vision & aspirations of the startups



Focused on Scale:

Building foundations that allow for rapid and sustainable growth

Scaling also needs to be done profitably



OUR SERVICES – STRATEGIC

- Business Planning:
 - Crafting a clear vision – identify what is to be done
 - Roadmap for how to achieve the vision
- Market Research:
 - Identifying growth opportunities
 - Positioning
 - Localisation
- Financial Modelling: Ensuring profitability and investment readiness
 - Optimising operations
 - Leadership coaching

OUR SERVICES – GROWTH ACCELERATION

Scaling Strategy:

- GTM
- Communication
- Strategic partnerships

Sales enablement

- Sales process improvement
- Training & coaching
- CRM
- Analytics & reporting
- Regular tracking & target focus

Marketing

- Brand positioning
- Content marketing, SEO/SEM
- Performance marketing
- Media outreach – PR, Reputation management

Customer success & retention

- Acquisition
- Onboarding
- Loyalty & customer engagement

Execution:

- Ongoing advisory services to navigate challenges – ranging from daily to fortnightly reviews
- Fractional CXOs to have best talent at an optimized cost

THE PROFITABILITY FOCUS

Growth & Profits can & must
coexist



Cost Optimization:

Resource maximization
Outsourcing
Channel management
Finding ways to reduce
overheads



Revenue Streams:

Identifying new avenues
for growth
Product line expansions
and/or rejigs
Leveraging B2B,
Institutional & other POS



Long-Term Viability:

Creating sustainable and
profitable business models
Extending runway

OUR SERVICES – OPERATIONAL



Streamlining Processes:

Process optimization
Streamlining Supply Chain
Automation
Making businesses efficient,
scalable and agile
Resource allocation



Technology Solutions:

Digital transformation
Leveraging tech for growth &
optimization
Data collection & predictive
analytics



Team Building: Attracting and retaining the best talent

We help companies hire own
team and/or build outsourced
teams
KPI tracking
Leadership development



Funding

Pitchdeck creation
Financial strategies for raising
debt & equity
Network of investors across
industries & growth stages



Compliance & Regulatory

CASE STUDIES - EARLY STAGE FMCG COMPANY



Key challenges – stagnating sales & underutilized production



Solutions provided

- Helped them understand their MOAT – Connect with farmers
- Plant & packaging automation
- Product line expansion
- Started B2B sales channel



Results

- Consolidating their MOAT helped them keep Big FMCG competition away
- Automation helped get export & large orders – improved utilisation by 100%
- New products in same line, helped improve profitability by 3X
- B2B sales contributed to 60% of their sales
- Sales growth of 140% in 1 quarter

CASE STUDIES - PREVENTIVE HEALTHCARE STARTUP



Key challenges

- Loss making operations for last 6 years
- Lack of structure
- Sales growth and traction missing



Solutions provided

- Organisation restructuring
- Founder mentoring
- Business strategy & vision
- Product line expansion & pricing
- New Business Units
- Funding



Results

- Operating profit within 3 months
- New products contribute to 80% revenue
- New business lines contribute to 40% revenue
- Expanded distribution by 3X

CASE STUDIES – AUTOMOBILE STARTUP



Key challenges

- Lack of differentiation
- Low profits margins



Solutions provided

- Culture building
- Upselling other product lines
- Focus on customer service
- Fund raising



Results

- Per customer profit – 2X of industry standards
- Highest customer referrals nationwide
- Expanded overall market by 5X in 2 years
- Improved sales by 7X in 3 quarters

CASE STUDIES – APPAREL COMPANY



Key challenges

Fragmented market
No clear demand & lack of USP
Bootstrapping from 0 to 10X



Solutions provided

Setup distribution network from scratch both offline and online
Digital & event marketing
Brand development
New product lines
Contract manufacturing



Results

Largest company in its segment
High customer retention
Distinct recall and low customer acquisition costs
0 to PMF in 2 months
PMF to GTM in 1 month
Grwoth – 180X in 2 years

WHY CHOOSE SHAIL ADVISORS?



Proven Expertise:

Decades of experience in business growth and scaling

Our team has worked across industries & verticals

Ex founders, Country heads and more



Results-Driven:

We measure success by the outcomes we deliver

Performance linked fee structuring

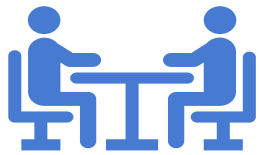


Personalized Attention:

We work with you as a team and a part of your company

A dedicated team that works hand-in-hand with you

HOW TO ENGAGE WITH SHAIL ADVISORS



Initial Consultation:

Get to know each other
Understand your expectations
Elaborate our offering
Discuss the way forward



Contact Information:

Call us - +91-9810781604
Email – Growth@shailadvisors.com
Schedule a meeting -
<https://calendly.com/kaustubhshail/30min>

THANK YOU

Let's take a step towards accelerating your growth!