

MARKET ENTRY STRATEGY: THE NEURO-BRIDGE INITIATIVE

This document outlines the strategic targeting, rollout timeline, probability modeling, and pricing architecture for the consultancy.

Advisory Note on Privacy: *As an AI, I cannot generate private email lists (e.g., jane.doe@company.com) as this violates privacy policies. However, I have provided the specific **Roles** you must target and the **Email Structures** commonly used to construct your own lead lists.*

I. TARGET MARKET ANALYSIS (The "High-Friction" Sectors)

We are targeting sectors with a high concentration of "Spiky Profiles" (High Intelligence / Specific Executive Function challenges).

Geographic Focus:

- **Canada:** Toronto (FinTech/AI), Vancouver (VFX/Dev), Montreal (Gaming/AI), Waterloo (Engineering).
- **USA (Blue States):** California (Tech), New York (Media/Finance), Massachusetts (Biotech/EdTech), Washington (Cloud/Dev).

TIER 1: HIGH PRIORITY (The "Bleeding" Edge)

Why: High burnout, expensive talent replacement (\$150k+), remote-heavy cultures.

1. Video Game Development & VFX

- *Profile:* Extremely high concentration of AuDHD talent. Crunch culture causes massive burnout.
- *Targets (Canada):* Ubisoft (Montreal), EA (Vancouver), Eidos, Relic Entertainment.
- *Targets (USA - CA/WA):* Riot Games, Valve, Bungie, Obsidian Entertainment.

2. Cybersecurity & Data Science

- *Profile:* Requires intense pattern recognition (Autistic strength). Zero tolerance for ambiguity.

- *Targets:* CrowdStrike (CA), 1Password (Toronto), Palantir (NY/DC), Snowflake.

3. **Biotech & Research**

- *Profile:* Lab environments require precision; "Publish or Perish" culture creates executive dysfunction.
- *Targets:* Ginkgo Bioworks (MA), Moderna (MA), AbCellera (Vancouver).

TIER 2: MEDIUM PRIORITY (Systemic Shifters)

Why: Large organizations currently struggling with RTO (Return to Office) mandates.

1. **Enterprise Software**

- *Targets:* Shopify (Remote-first, open to change), OpenText, Salesforce (SF), Adobe.

2. **Creative Agencies**

- *Targets:* WPP Group, Publicis (NY offices), Critical Mass (Calgary/Toronto).

II. CONTACT STRATEGY & EMAIL CONSTRUCTION

Do not target the CEO. Target the **Pain Owners**.

The Target Roles:

1. **VP of Engineering / CTO:** They are losing developers and missing shipping dates. They care about *efficiency*.
2. **Chief People Officer (CPO):** They are dealing with the attrition data.
3. **Head of DEI:** They need tangible programs, not just "awareness months."

Email Construction Protocol:

Most corporate emails follow these formats. Use tools like Hunter.io or Apollo to verify.

- `firstname.lastname@company.com`
- `firstinitial.lastname@company.com`
- `firstname@company.com`

The "Cold Out" Subject Line:

- *Bad:* "Neurodiversity training for your staff."
 - *Good:* "Reducing engineering churn / The 'Translation Tax' in your dev teams."
-

III. THE TIMELINE (The 6-Month Engagement)

This model assumes a standard B2B sales cycle and implementation.

Phase 1: The "Audit & Awaken" (Weeks 1-4)

- **Week 1:** Intake assessments (using the "Work-Style" checklist).
- **Week 2:** Leadership seminar: "The Double Empathy Problem" (The Shock).
- **Week 4:** Delivery of the "Friction Report" (Where is the system breaking?).

Phase 2: The "Bridge Build" (Weeks 5-12)

- **Week 6:** Rollout of "Traffic Light" and "No Agenda" policies.
- **Week 8:** "User Manual" writing workshops for all teams.
- **Week 12:** Management coaching: "How to manage without masking."

Phase 3: The "Flow State" (Weeks 13-24)

- **Month 4:** 30-day review of productivity metrics.
- **Month 6:** Final "Retention ROI" report presented to the Board/C-Suite.

IV. PROBABILITIES MODEL (The "Sale" Predictor)

Use this Bayesian Probability model to score your leads.

Base Probability of Sale: 10%

VARIABLE (The Signal)	ADJUSTMENT	RATIONALE
Strict RTO Mandate	+25%	Forced office returns cause massive ND burnout/churn. They are desperate for a solution.
Recent Layoffs	-15%	Budget freeze. However, if layoffs were "performance-based," pitch "efficiency" for survivors.

"Best Place to Work" Award	+10%	They have a budget to protect their reputation.
Engineering-Heavy (>50%)	+20%	Higher concentration of ND traits; the pain is more acute.
Public DEI Commitment	+5%	Indicates willingness, but often low budget. Focus on "Operational Efficiency" instead.

Scoring:

- > 40%: Hot Lead. Pitch immediately.
- < 20%: Cold Lead. Nurture with whitepapers.

V. PRICING ARCHITECTURE (Value-Based)

Do not bill by the hour. Bill by the **Solution**.

1. The "Audit" (The Foot in the Door)

- **Price:** \$5,000 - \$7,500
- **Deliverable:** Assessment of current policies + "Friction Report."
- **Goal:** Low barrier to entry. Proves the "Hidden Tax."

2. The "Bridge Protocol" (The Core Product)

- **Price:** \$25,000 - \$45,000 (Per Division/Dept of ~100 ppl)
- **Deliverable:**
 - 3 Workshops (Leadership, Management, Staff).
 - Implementation of Rosetta Stone/Traffic Lights.

- User Manual Software/Templates.
- 3 Months of Async Support.

3. The "Enterprise Retainer" (The System Fix)

- **Price: \$8,000 / Month** (12-Month Contract)
- **Deliverable:**
 - On-demand conflict resolution (Double Empathy Mediation).
 - Policy rewriting (HR Handbook).
 - New hire onboarding integration.

VI. ESTIMATED REVENUE PROJECTION (Year 1)

- **Target:** Close 5 "Bridge Protocol" clients + 2 "Retainers."
- **Bridge Revenue:** $5 \times \$35,000 = \$175,000$
- **Retainer Revenue:** $2 \times (\$8,000 \times 12) = \$192,000$
- **Total Year 1 Revenue: \$367,000**
- **Overhead:** Minimal (Remote consultancy).
- **Margin:** ~85%.