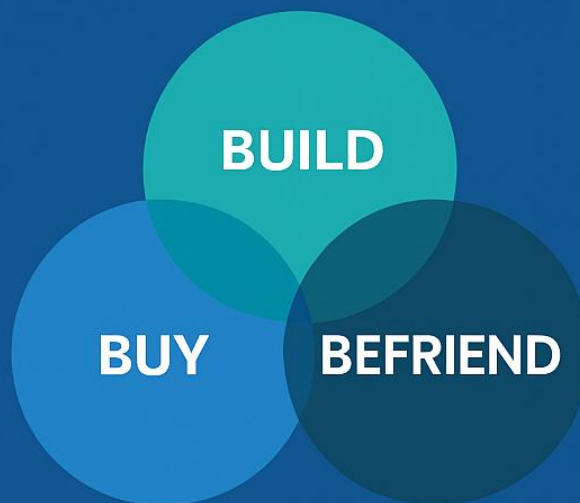


The Buy–Build– Befriend Model: A New Path for SMB Transformation

Kingspoint Alliances White Paper



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Where corporate warriors conquer kingdoms

Executive Summary

Small and mid-sized businesses (SMBs) face the dual challenge of modernizing operations and keeping pace with disruptive technologies powered by AI in all facets, be it their customer services systems or their CRM systems. Traditional transformation approaches are too costly, too slow, or too fragmented and with the ever changing product landscape they are not sure who to trust and where to get advice from. SMBs want enterprise-level advantages without committing enterprise-level budgets. The BBB model makes this possible.

Kingspoint Alliances introduces the **Buy–Build–Befriend (BBB) model**:

- **Buy** proven, curated products that are peer reviewed and rated.
- **Build** modular, AI-powered solutions tailored to each problem that maintains their uniqueness and advantages.
- **Befriend** experienced C-suite experts who provide flexible advisory.

The BBB model empowers SMBs to scale smarter, minimize risk, and access enterprise-grade advantages without enterprise-grade costs.

The Challenge - 70% of SMB leaders say AI adoption is critical, but only 25% have a clear roadmap. Transformation isn't failing because of lack of ambition—it's failing because of

- **Fragmented vendor ecosystem:** Multiple point solutions, little interoperability.
- **High consulting costs:** Traditional advisory services remain out of reach for SMBs.
- **Investor pressure:** Private equity and VCs demand evidence of AI adoption and scalability.
- **Resource limitations:** SMBs lack the budget, bandwidth, and expertise for trial-and-error.

Private equity and VCs now routinely ask SMBs for AI adoption roadmaps before committing growth capital and the time to act is now.

The BBB Framework

1. Buy – Curated Products

- Access to vetted partners across ERP, CRM, HCM, AI/ML, compliance, and niche vertical solutions.
- Products are assessed for **maturity, stack compatibility, and scalability**.
- Reduces vendor selection risks and accelerates deployment timelines.

2. Build – Modular, AI-Powered Solutions

- Leverage **OpenConnections** to generate high-level solution blueprints.

- Combine abstracted building blocks (AI/ML, ERP modules, data, compliance) into tailored workflows.
- Quick-win pilots validate ROI before scaling into full enterprise-grade solutions.

3. Befriend – On-Demand Expertise

- Engage **fractional executives and advisors** with enterprise pedigree.
 - Experts provide strategy validation, governance, and execution oversight.
 - Flexible engagement models — from workshops to milestone-based support.
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How the BBB Model Creates Value

- **Speed to Market:** SMBs skip months of vendor evaluation and consulting cycles.
 - **Reduced Risk:** Vetted ecosystem plus advisor oversight lowers failure rates.
 - **Scalable Growth:** Start small, expand modularly.
 - **Investor Alignment:** Shows clear adoption of AI-driven strategies — a key expectation for funding.
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The Kingspoint Advantage

Kingspoint Alliances uniquely delivers the BBB model through:

- A **partner ecosystem** of curated products.
- A **network of corporate warriors** offering on-demand expertise.
- The **OpenConnections platform** for blueprinting and matchmaking.

This ecosystem transforms SMB challenges into opportunities — empowering businesses to “**conquer new kingdoms**” with clarity, speed, and trusted guidance.

Conclusion

The Buy–Build–Befriend model is a pragmatic, AI-first approach to transformation. It helps SMBs embrace innovation, attract investor confidence, and compete with larger players.

Kingspoint Alliances makes BBB real: combining curated solutions, modular AI blueprints, and battle-tested experts.

👉 To learn more, visit www.kingspointalliances.com