



To Whom It May Concern:

This letter is to highly recommend Jon Doney for his consulting work with Orijin. I have been working with Jon since April 2024 to help us improve our go to market motion. In the time that I have known Jon he has been extremely helpful in reviewing our current strategy, understanding our competitive landscape, assessing our brand's strengths and opportunities and positioning in order to recommend smart strategies for us to pursue.

Jon is honest, straightforward and extremely capable. In the last six months, Jon has made our thinking sharper, our sales motion stronger and helped push our thinking on how to show and capture value. Some areas where he helped us include:

Sales strategy: Jon did a top to bottom review of our market, our team and our competitive positioning to help us understand where we had additional opportunities to capture market share.

Government relations: I learned so much about how we can use GR and how to evaluate lobbyists to get the best outcomes for our organization. Jon has been extremely helpful in helping us find, vet and use lobbying to our advantage.

Team structure and compensation: Jon really helped us evaluate our talent, determine where we could enhance and how to compensate the team to get the best from our talent.

Tools and templates: It is amazing how much Jon helped us create materials relevant for our market and our needs. He saved me so much time and effort and then trained me on how to use the tools.

If you are looking for a sales consultant and leader with exceptional knowledge, analytical ability and execution, I would highly recommend Jon. If he were available to hire, we would have done it already:)

Sincerely,

A handwritten signature in black ink, appearing to read "Arti V. Finn".

Arti V. Finn
Co-Founder & Chief Strategy Officer

