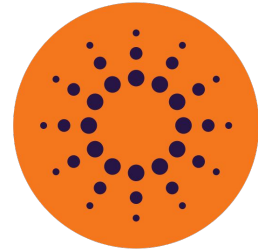


Meaning-as-a-Service Consulting

To know thyself is the beginning of wisdom



SOCRATIC CONSULTANCY

Problems to solve

1

Not being self-aware... are you aware of your strengths, weaknesses, culture and your purpose as an organization?

Know your why...

2

Static in the firm's development with little to no agility in the market... are you not hitting your growth goals?

Navigate within your meaning, leverage emerging tech...

3

Absence of a clearly defined identity as a firm and not knowing your place in the market... are you confused

about how best to sell your product or service? ***Develop your narrative...***

4

No long-term vision... are you struggling with finding a way to stake your place in the market sustainably for the long-term? ***Build a sustainable future...***



MaaS (Meaning-as-a-Service) Consulting offers a holistic solution

The Socratic approach to questioning is based on the practice of disciplined, thoughtful dialogue. Socrates, the early Greek philosopher/teacher, believed that disciplined practice of thoughtful questioning enabled the student to examine ideas logically and to determine the validity of those ideas. In this technique, the teacher professes ignorance of the topic in order to engage in dialogue with the students. With this “acting dumb,” the student develops the fullest possible knowledge about the topic. *In being open to new thoughts, one gains the highest likelihood of success - similar to the thought that one who casts a wider net has better chance to catch a fish than one with a single rod.*

Does your business need help scaling?

At Socratic Consultancy, we are more than “just advisors.” We are your gateway to success.

From early-stage crypto startups to large legacy corporations, we help businesses innovate and scale sustainably through our philosophy of purpose-driven consulting.

What makes us different?

We are a one-stop-shop of service offerings including tech development, workflow and sales pipeline development, growth marketing, training and coaching, IDO launchpad listings, centralized exchange listings, access to a vast network of capital funding partners, and everything else a web3 company needs to be successful.

Socratic Consultancy identifies core issues and prescribes long-term, green solutions that ensure maximum growth and efficiency in your systems and processes through the utility of emerging technologies like artificial intelligence, blockchain, crypto, and distributed ledger technology.

Whether your business is large or small, startup or established, Socratic Consultancy is your guide on your journey through the web3 era and the emergence of the internet-of-value.

The Socratic difference

Socratic Coaching is used either as an independent approach or in the form of partial interventions in the context of established coaching techniques. It complements the more psychologically-shaped techniques and adds a practical-philosophical foundation to them. This kind of coaching and consulting is being established primarily in 'learning' organizations and enterprises to develop long-term and long-running orientation of action.



Socratic Consultancy defined

Mission - Socratic Consultancy provides business intelligence based solutions with a Socratic Method framework targeted to define, narrate, and convey meaning for its clients.

Vision - Socratic Consultancy will be the most trusted independent consulting agency in the marketplace.

Values - Belief. Goodwill. Trust.



Socratic Consultancy defined

Socratic Consultancy offers Meaning-as-a-Service (MaaS) Consulting to its partners. To know thyself is the beginning of wisdom - the same philosophy can be applied to knowing thy business. Socratic Consultancy exists to assist business leaders, entrepreneurs, and thought leaders with finding their "why," while harnessing the power of business intelligence and leveraging digital offerings designed to help businesses scale.



your...



Know...

value!

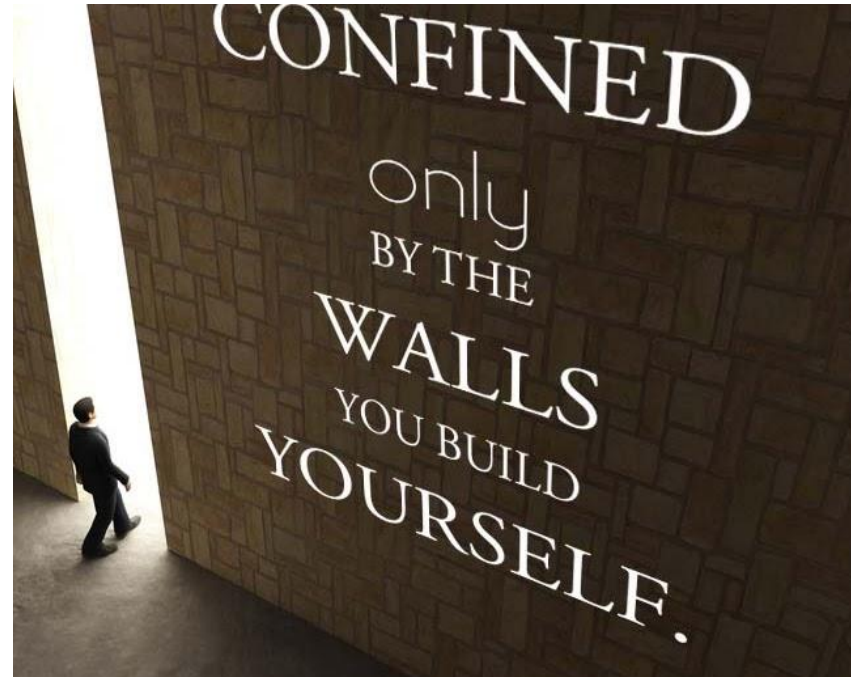
Know thyself

01

This goes glove-in-glove with knowing your “why.”
What is your purpose as an organization? What do you want to accomplish in the marketplace?

Client Implications:

In knowing thyself, once accomplished, allows for increased agility in the market because you will now have more time to spend in leveraging your resources more efficiently. The amount of time wasted on getting a firm on the same page is a disability and not a competitive advantage.



Finding purpose in metrics

Meaning gives you a competitive advantage

5%

83% of organizations say it is important to develop leaders at all levels, but only 5% have fully implemented development at all levels.

Foster an open culture of self-accountable leaders

36%

36% of organizations say their leadership development practices are still below average or poor.

Know thy future by defining thy past and present

71%

More money is spent on leadership development than any other area of corporate training, yet 71% of organizations do not feel their leaders are able to lead their organization into the future.

Resources matter

02

Many of us fail to recognize questioning as a skill. And yet, whether in education or therapy - vague, purposeless questions, have a rather aimless quality, wasting time, and failing to elicit useful information.

Client Implications:

By refining a organization's focus to useful information like focusing on leveraging one's current network of resources - it can supercharge a firm's development as it starts to use its current resources more efficiently and opens up the firm's psyche to ideas centered around the idea of growth, like: expansion, partnerships, in-house dev projects, etc.



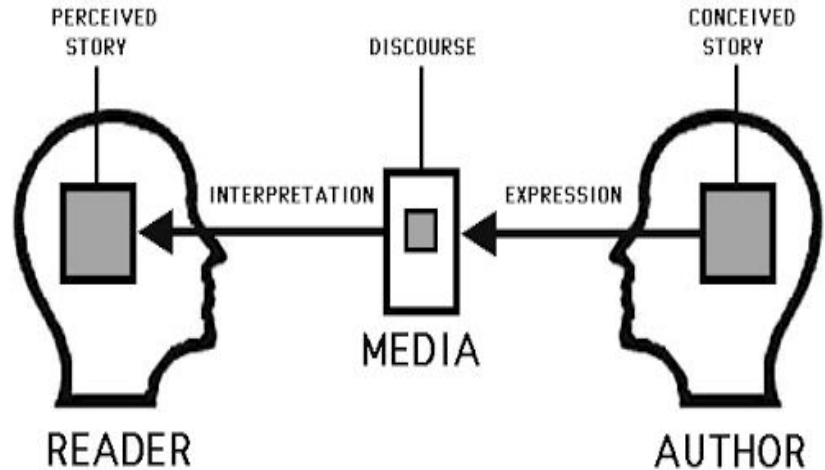
Narrate effectively

03

Define your firm's narrative - this is formulated after defining your "why" and resources. Conceive your narrative, express your story effectively enough through media so that there is as little chance of disintegration of the message as possible before the receiver accepts a perceived parallel record of your narrative.

Client Implications:

Just like NASA or SpaceX sets up Thermal Protection Systems as a barrier that protects a spacecraft during the searing heat of atmospheric reentry - ensuring that your message is received in a relatable way from the target audience is a matter of dire success or failure.



Be sustainable 04

Align your goals with SDGs to ensure longevity in the marketplace. Study the movements of world leaders and strategically position your team for long-term success in the marketplace.

Client Implications:

If this is the way the world is heading, especially in such a tight-knit global economy, then it is best to be an early mover and lead the movement for a better and more sustainable world!

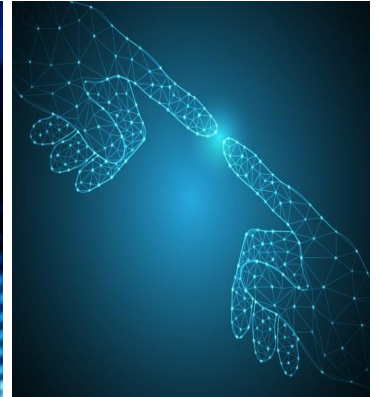
SUSTAINABLE DEVELOPMENT GOALS



Be digital

Digital transformation results in fundamental changes to the way a business operates - companies are using this process to remake their businesses to be more efficient and more profitable. **90%** of companies are now doing business in the cloud. Digital transformation creates a technology framework to transform your services and data into actionable insights that can improve just about every facet of an organization. 5 benefits of being digital are noted below:

- 01 | *Enhanced data collection and resource management*
- 02 | *Data-driven customer insights*
- 03 | *An overall better customer experience*
- 04 | *Encourages collaboration*
- 05 | *Increased profits, agility, and productivity*



Offerings



Growth Package

Designed to target growth for your firm.
Advisory and Business Development

INQUIRE ABOUT RATES

Workflow Package

Designed to improve your firm's systems, processes and
overall flow. Operations and/or Sales.

INQUIRE ABOUT RATES



Critical MaaS Package

Designed to clearly define meaning and narrate your
firm's purpose. Branding and/or Marketing.

INQUIRE ABOUT RATES



Leadership

Inspired by his late mentor, Dr. G.L. Forward, a Professor of Managerial and Organizational Communication at Point Loma Nazarene University and Management Consultant; Ian developed a passion for helping people through consultation. As Dr. Forward used to say, "The best leaders make leaders of those around them." So in January 2021, keeping this spirit of thought alive, Ian launched Socratic Consultancy to transform his passion into his obligation.

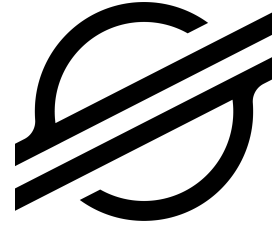
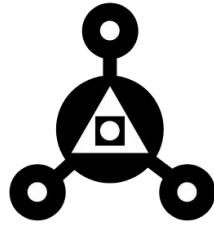
Ian is the CEO and Founder of Socratic Consultancy and a Consulting Principal Engineer at Wells Fargo. He leverages nearly a decade of leadership experience in SaaS transaction management in the US Real Estate Closing Industry by working with Fortune 500 firms like First American Title Insurance and Fidelity National Title Insurance. Ian secured the first major blockchain deal in the US Title and Escrow Industry. He brings 5+ years of experience directing, advising, consulting, and partnering with innovative blockchain and crypto projects. Ian is a current and past member of many blockchain trade associations that promote public-private partnership and guide the adoption of blockchain technology. He is currently pursuing his Doctor in Business Administration and is a partner to a vast web3 investor network.



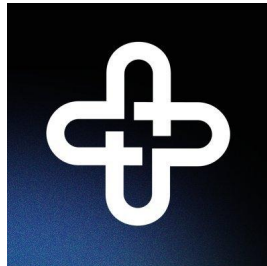
Partners



Partners
(Cont'd)



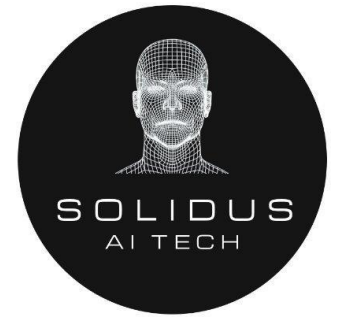
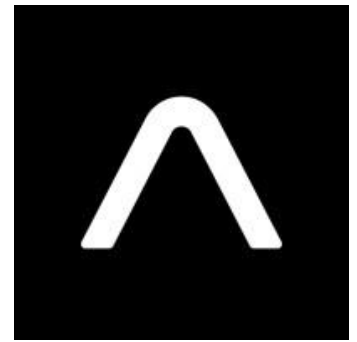
Partners
(Cont'd)



Partners
(Cont'd)



ACACiA



Partners (Cont'd)



GUIDEPOINT



Electus
Global Education Co.



Proud to participate
in impactful communities



DIGITAL
POUND
FOUNDATION



#yesphx

FORGING

IMPACT



Proud to participate in
impactful communities
(Cont'd)



FIBREE

Social responsibility partners



Reviews you can write home about

"Ian has been very insightful in helping us develop the right blockchain architecture and incredibly resourceful with connecting us with the right people to drive our company forward!"

*John D., CEO & Founder
3DOS*

"Ian is a great advisor, and helped me get a really warm intro to 10+ very relevant VCs. I would recommend ANY web3 startup invite Ian to advisory board because he is worth it."

*Nik S., CEO & Founder
GameStack*



Are you ready to evolve?

“It’s not the mountain we conquer, but ourselves.” (Sir Edmund Hillary)

Contact us today to start your journey!

Do you seek more light? If so, please [click here](#).



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