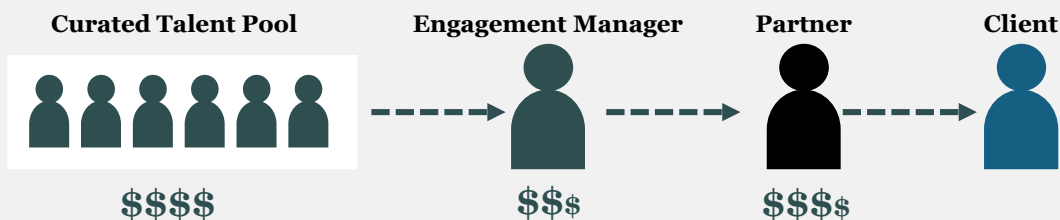


Management Consulting 2.0 by TheStrategyCell

TSgC's platform-powered products aim to enable users to customize service delivery, allowing them to find, contract, staff, and execute engagements with the flexibility to balance control and cost efficiency

We want to combine the flexibility of marketplaces with accountability and expertise of traditional firms to sell smaller, more pointed services/studies to clients

Traditional MC Firms



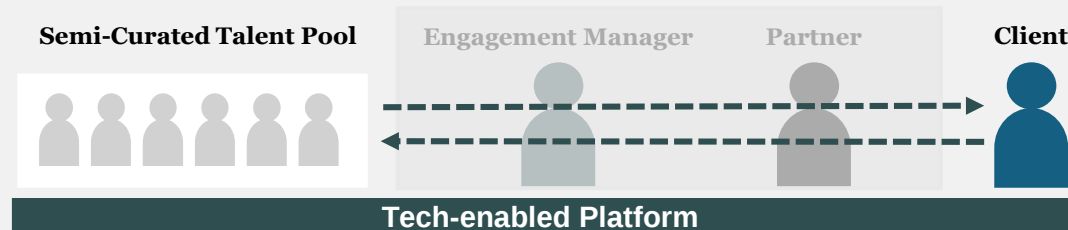
Strengths

- 1 Access to high-quality talent
- 2 Can provide performance guarantees
- 3 Clear pricing structures
- 4 Standardized quality of deliverable
- 5 Timely payment and dispute resolution.

Weaknesses

- 1 High operating cost
- 2 Limited specialized talent
- 3 Cross-functional project teams a rarity
- 4 Large BD Budgets
- 5 Inhumane working hours

Consulting Marketplaces



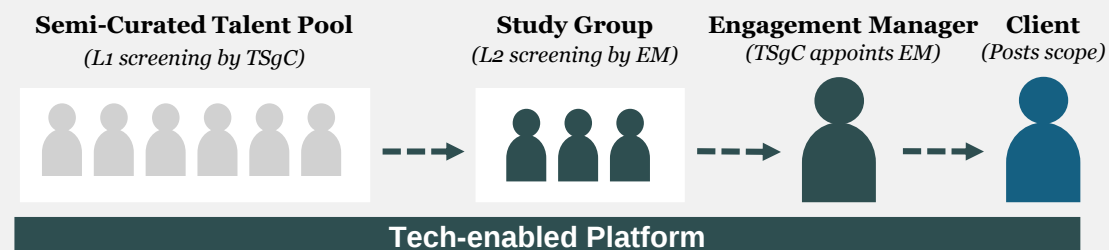
Strengths

- 1 Low operating costs
- 2 No need for BD Budgets
- 3 Access to specialized talent
- 4 Tech-enabled matchmaking
- 5 Seamless & protected data sharing and PMO

Weaknesses

- 1 No performance guarantee
- 2 No user loyalty – high marketing spend
- 3 Unclear pricing and delayed payment
- 4 Time taking dispute resolution
- 5 No value based selling – only talent shop

TheStrategyCell



Strengths

- 1 Greater control - value delivery & quality
- 2 Low operating costs & performance guarantees
- 3 Value based services & specialized talent
- 4 Clear pricing & timely payment
- 5 Seamless & protected data sharing and PMO

Weaknesses

- 1 High start-up cost
- 2 High marketing spend
- 3 Platform fees needs to be reduced
- 4 Talent retention
- 5 Engagement contracts & legal hitches

Assuming the client has chosen **hands-off under our service delivery model

---> Value Delivery

Client's today desire highly customizable service delivery, i.e., ability to modulate level of control according to project requirement and de-risk themselves

1. Control

1A. Hands On

Be a part of everything from selecting the right candidates to guiding the study

1B. Hands Off

Focus on using the Insights we generate, leave the rest to us

1C. Hybrid

Choose candidates or guide the study

**Please choose 1 from Control and 1 from De-risking.*

2. De-Risking

2A. Dissolve Study Groups

Dissolve study groups with ease by only paying for services rendered to the nearest month

2B. Dynamic Scope of work

add/subtract services/studies from the scope in real-time and get revised monthly payment terms. Up to **1 pivot per month**

2C. Success fee arrangements

The scope of work under this arrangement is fixed along with the duration of delivery. Just define **"Success"** and pay on completion as a % of the benefit delivered

**1A2C and 1C2C are invalid choices*

Hands on + Option to Dissolve Study Group, Consulting Marketplace Model based service delivery

Trial and Error Client

Clients looking to find the right fit team to execute their ideas while having the option to dissolve a study group if required

✓ 15-day free-trial

✓ Pay for service rendered to the nearest month

✓ Have full control over deliverables

✓ Easy cancellations

✓ Select your candidates

1A+2A

Semi-Curated Talent Pool



L1 Screening
by TSgC

Curated Study Group
(Project specific)



L2 Screening
by Client

Engagement Manager



Account Manager



Client



Client
appoints/acts
as EM

TSgC
appoints AM
to assure Q

Posts
Case/
Scope

Tech-enabled Platform

Types of Clients:
High Growth Companies

*Clients needing specialized
talent and deliverables*

*Clients seeking short-term
strategy teams for fixed-
scope projects*

Hands on + Dynamic Scope of Work, Consulting Marketplace Model based service delivery

Adaptive Client

Clients looking to conduct a full-fledged solutions engagement by continuously altering the scope as the study/solution evolves organically from one problem to the next

✓ Conduct/Build complete solution engagements by continuously altering the scope of work according to your latest needs

✓ Select your candidates

✓ Have full control over deliverables

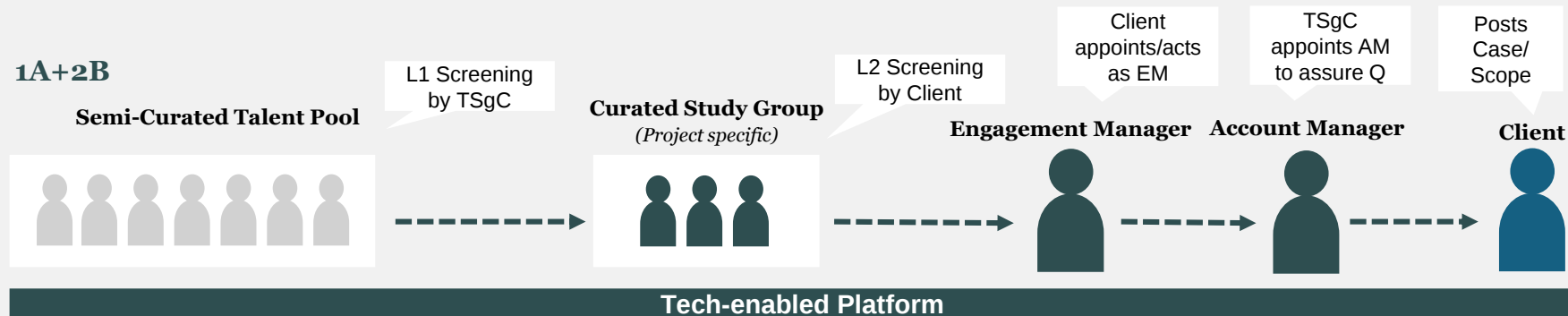
✓ Continuous assessment & reporting

✓ Effective decision making

✓ Quick turnaround/insights

Types of Clients: Transitioning companies

- i. *Pre-acquisition target evaluation*
- ii. *Fundraising*
- iii. *Operational efficiency for IPOs/mergers*
- iv. *Operations turnaround*



**Upto 1 scope pivot each month*

Hands Off + Option to Dissolve Study Group, Asset Light-Traditional Consulting Model based service delivery

First-time User

Clients that don't want to be involved with guiding the study and choosing candidates, are focused on insights, and are cost conscious

✓ Focus on using the insights we generate

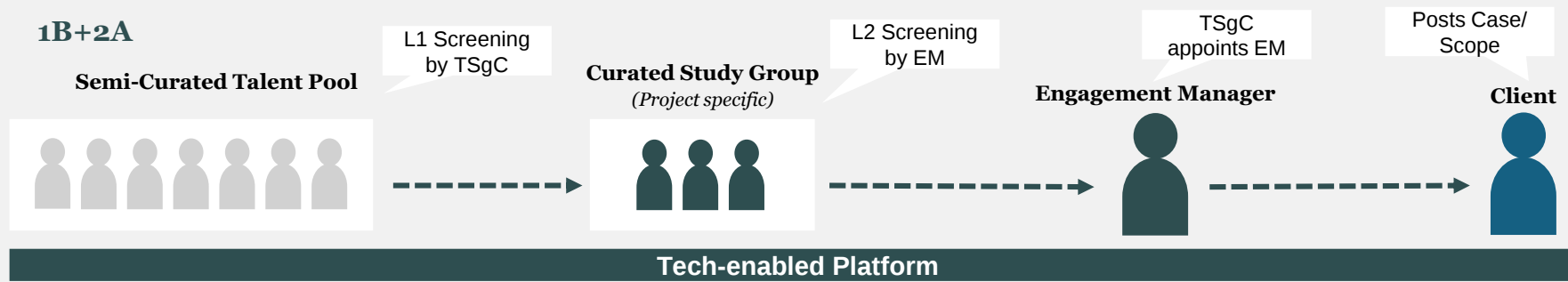
✓ Outsource the selection of candidates and the management of the study/service

✓ 15-day free-trial

✓ Easy cancellations

✓ Pay for service rendered to the nearest month

Types of Clients:
All Companies



Hands Off + Dynamic Scope of Work, Asset Light-Traditional Consulting Model based service delivery

Strategic Partner Client

Clients who have specific requirements in the short term i.e. similar types of studies to be conducted at fixed intervals to supplement decision-making

✓ Focus on using the insights we generate

✓ Outsource the selection of candidates and the management of the study/service

✓ Continuous assessment & reporting

✓ Effective decision making

✓ Quick turnaround/insights

1B+2B

Semi-Curated Talent Pool



L1 Screening
by TSgC

Curated Study Group
(Project specific)



L2 Screening
by EM

Engagement Manager



TSgC
appoints EM

Posts Case/
Scope

Client



Tech-enabled Platform

**Upto 1 scope pivot each month*

Types of Clients: All Companies

- i. *Family offices & HNT's*
- ii. *Manufacturing businesses aiming for continuous improvement*
- iii. *D2C businesses looking to scale*

Hands Off + Success Fee Arrangement, Asset Light-Traditional Consulting Model based service delivery

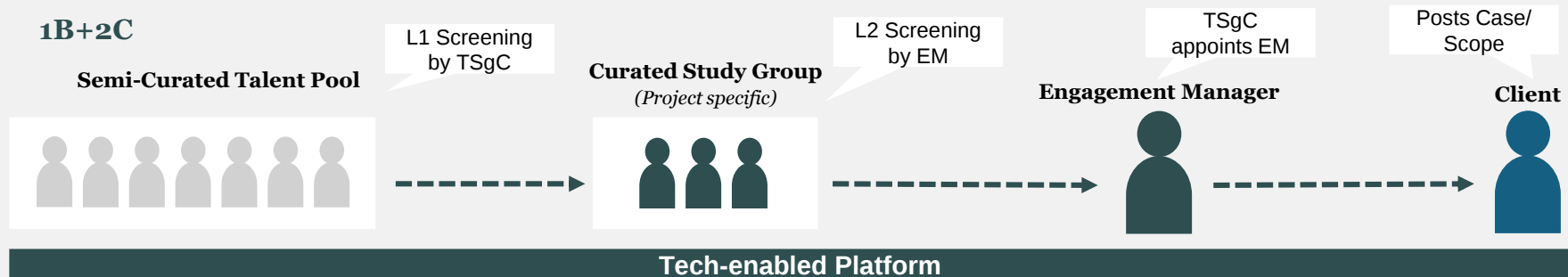
Premium Success Client

Mid-sized credible businesses or micro/small high-growth potential businesses

- ✓ Focus on using the insights we generate
- ✓ Outsource the selection of candidates and the management of the study
- ✓ Pay as a % of the PnL Impact we create (partially/fully)
- ✓ Continuous assessment & reporting
- ✓ Effective decision making
- ✓ Quick turnaround/insights

Types of Clients:
High growth potential companies

(the customer needs to pass the criteria for SFA)



Hybrid + Option to Dissolve Study Group, TSgC's best of both worlds service delivery

Selective Control Client

Clients who have used TSgC previously and are accustomed to the service delivery model

✓ Get the most benefit between control and de-risking

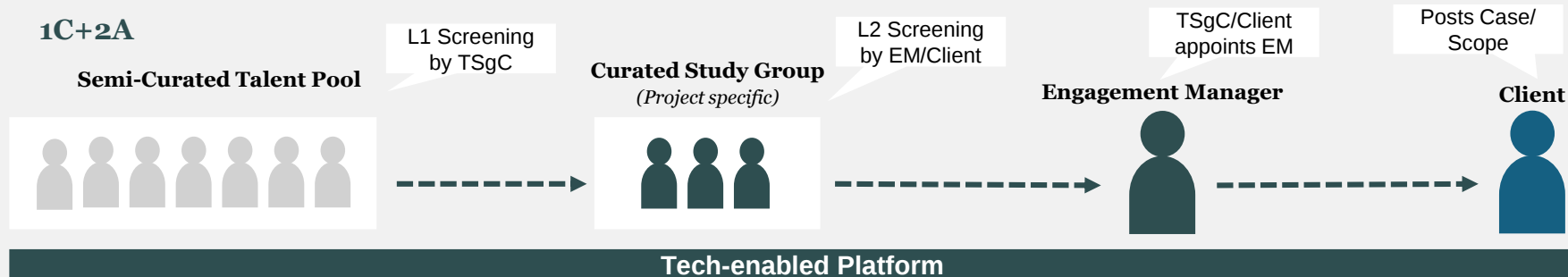
✓ Option to select candidates or guide the study

✓ 15-day free-trial

✓ Pay for service rendered to the nearest month

✓ Easy cancellations

Types of Clients:
All Companies



**If Client appoints EM, then an AM will be appointed by TSgC to assure output quality and prompt dispute resolution*

Hybrid + Dynamic Scope of Work, TSgC's best of both worlds service delivery

Adaptive Partnership Client

Clients who have specific requirements in the long term

✓ Continuous assessment & reporting

✓ Get the most benefit between control and de-risking

✓ Option to select candidates or guide the study

✓ Effective decision making

✓ Quick turnaround/insights

1C+2B

Semi-Curated Talent Pool



L1 Screening
by TSgC

Curated Study Group
(Project specific)



L2 Screening
by EM/Client

Engagement Manager



TSgC/Client
appoints EM

Posts Case/
Scope

Client



Tech-enabled Platform

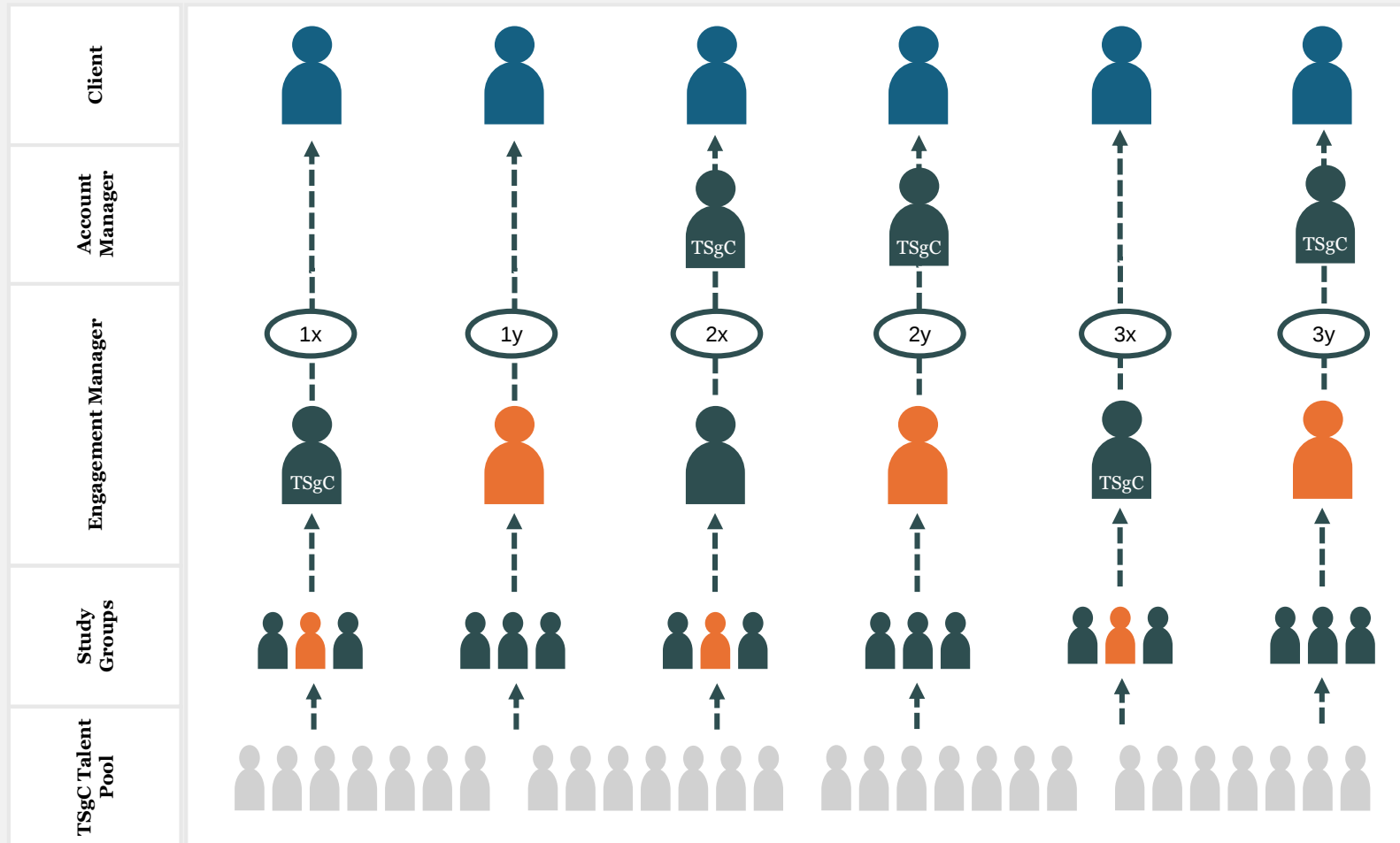
**If Client appoints EM, then an AM will be appointed by TSgC to assure output quality and prompt dispute resolution*

**Upto 1 scope pivot each month*

Types of Clients:
All Companies

Scaler is a subscription-based product that enables consultants to build and scale virtual practices, find and execute projects, and do so without incurring platform fees or additional expenses.

Illustration



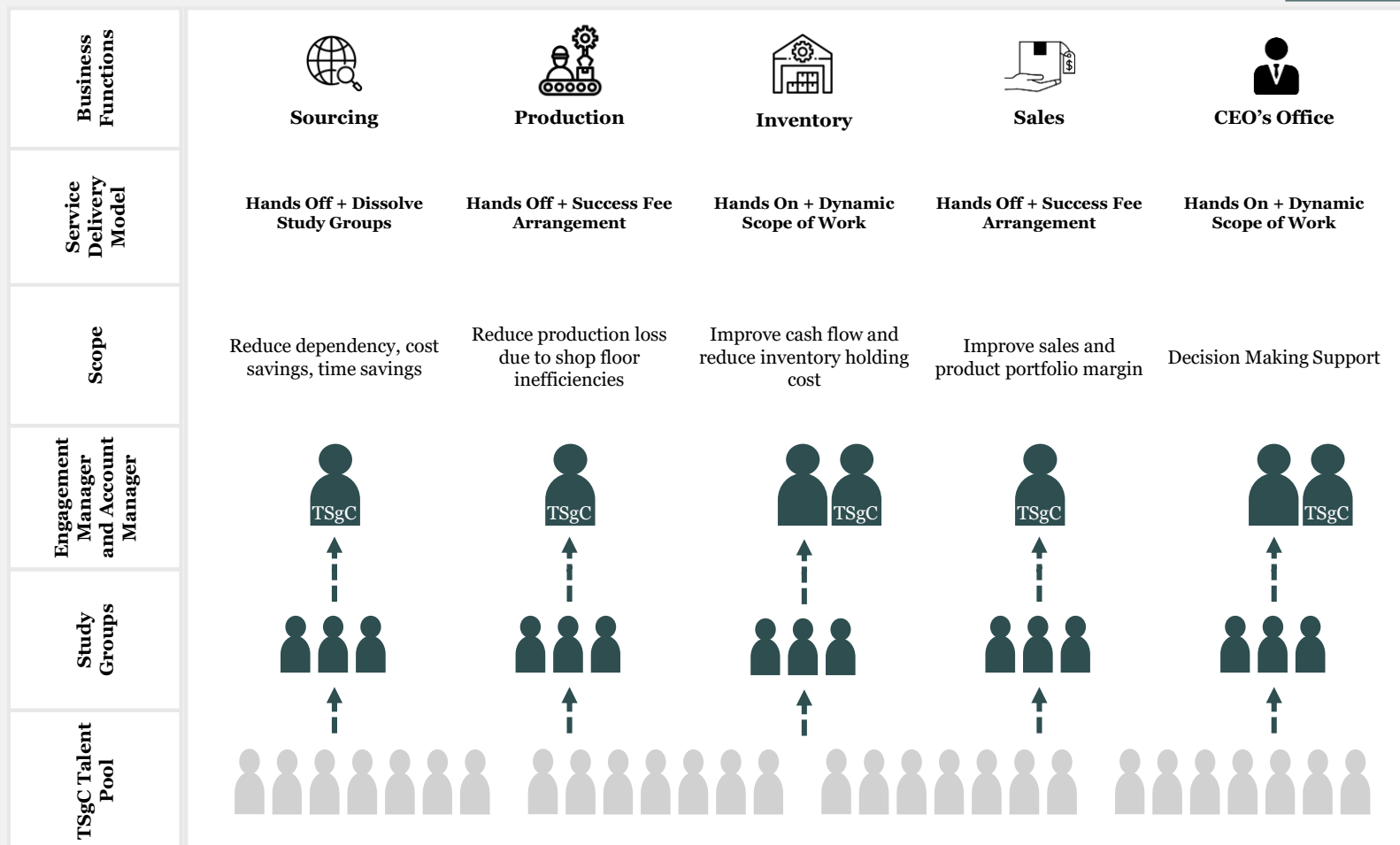
Modes of engagement

- 1. Client Selects "Hands off" under level of control**
 - x) TSgC appoints the scaler consultant to the study group
 - y) TSgC appoints the scaler consultant as the engagement manager.
 - The scaler consultant can either recruit and shortlist candidates or delegate recruitment to TSgC.
- 2. Client Selects "Hands on" under level of control**
 - x) Client appoints the scaler consultant to the study group
 - y) Client appoints the scaler consultant as the engagement manager
 - TSgC assigns an account manager to ensure customer success.
- 3. Client Selects "Hybrid" under level of control**
 - x) Client appoints the scaler consultant to the study group
 - TSgC appoints an engagement manager.
 - y) Client appoints the scaler consultant as the engagement manager
 - TSgC assigns an account manager to ensure customer success.
 - TSgC staffs the study group.



Strategy-as-a-Service is a subscription-based product, enabling organizations to engage multiple consultants/study groups simultaneously without incurring platform fees & other expenses

Illustration



The Illustration shows a full-service transformation engagement customized as per customer requirement

Key Benefits

- 1. Cost Efficiency** – Organizations can engage multiple consultants or study groups without incurring additional platform fees or expenses, optimizing budget allocation.
- 2. Flexibility & Customization** – Clients can tailor service delivery based on the criticality of business functions, urgency, and scope, ensuring an optimal balance of cost-effectiveness, talent specialization, and iterative testing.
- 3. Scalability** – The subscription model allows businesses to scale up or down their strategic consulting needs without long-term commitments or high overhead costs.
- 4. Talent Specialization** – Access to specialized talent pools ensures high-quality insights and recommendations suited to specific business challenges.
- 5. Iterative Decision-Making** – The service allows for continuous testing and refinement of strategies, ensuring dynamic and data-driven business decisions.