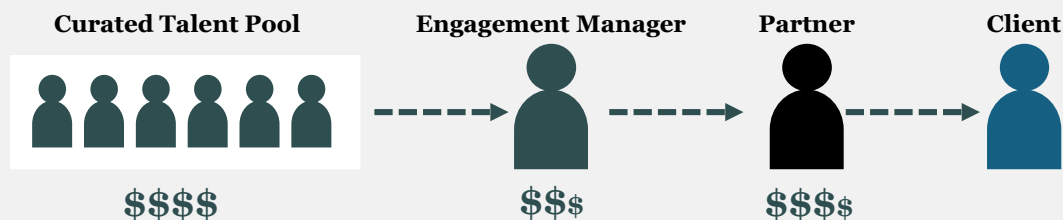


# Management Consulting 2.0 by TheStrategyCell

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



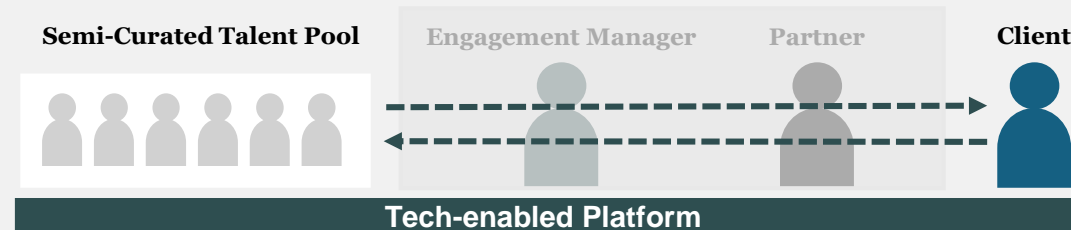
#### Strengths

- 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



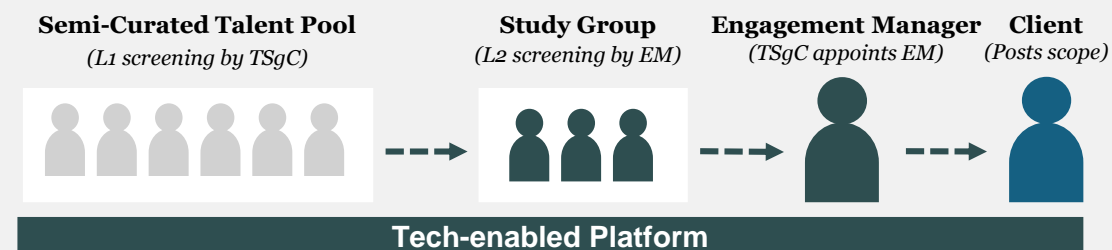
#### Strengths

- 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

## The 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

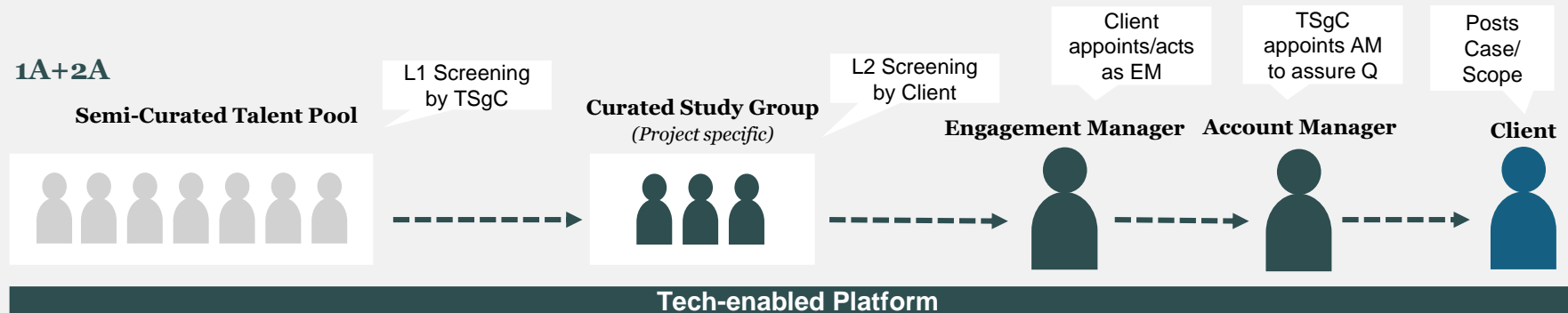
✓ 15-day free-trial

✓ Pay for service rendered to the nearest month

✓ Have full control over deliverables

✓ Easy cancellations

✓ Select your candidates



**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

## The Long-Term Engagement 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

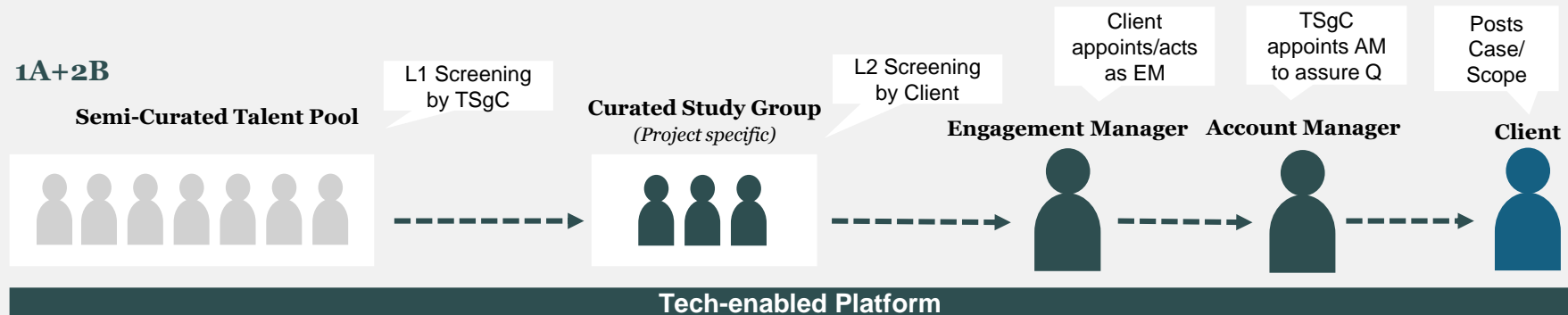
✓ Continuous assessment & reporting

✓ 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

## The 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

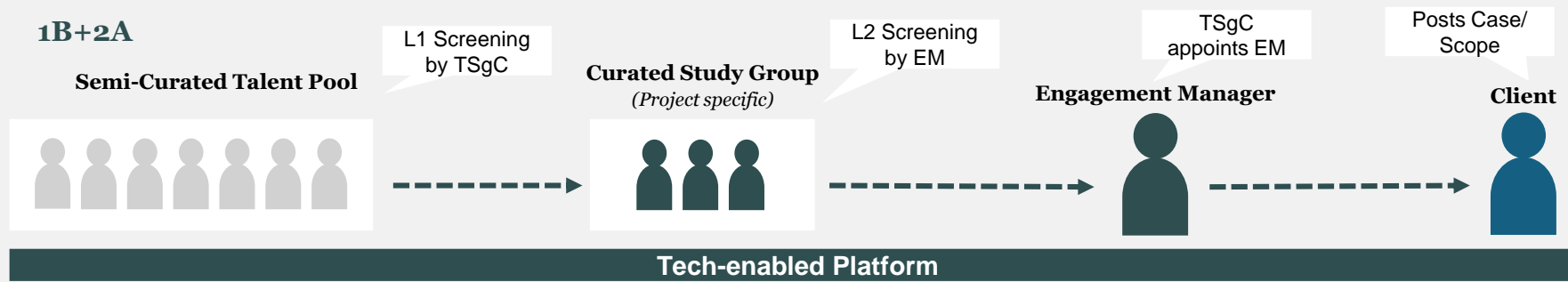
✓ Outsource the selection of candidates and the management of the study/service

✓ 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

## The Short-Term Retainer 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

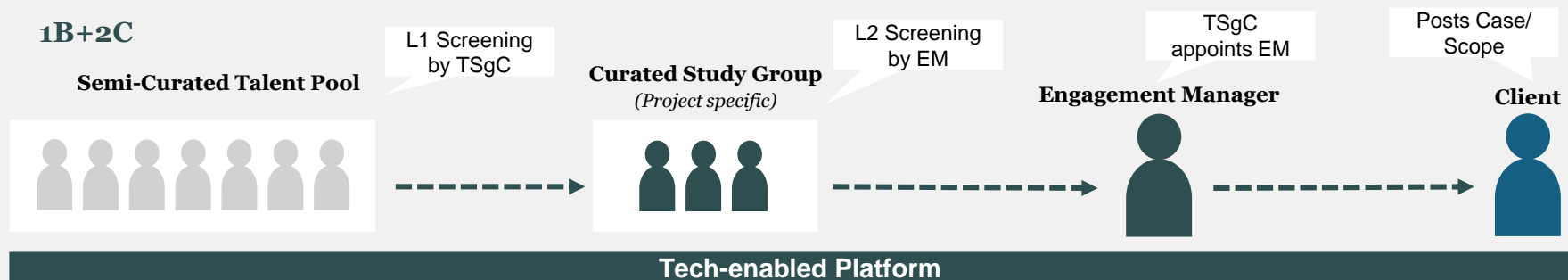
- i. *Family offices & HNT's*
- ii. *Manufacturing businesses aiming for continuous improvement*
- iii. *D2C businesses looking to scale*

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

## The Goodwill 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

## The Seasoned User

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

✓ Get the most benefit between control and de-risking

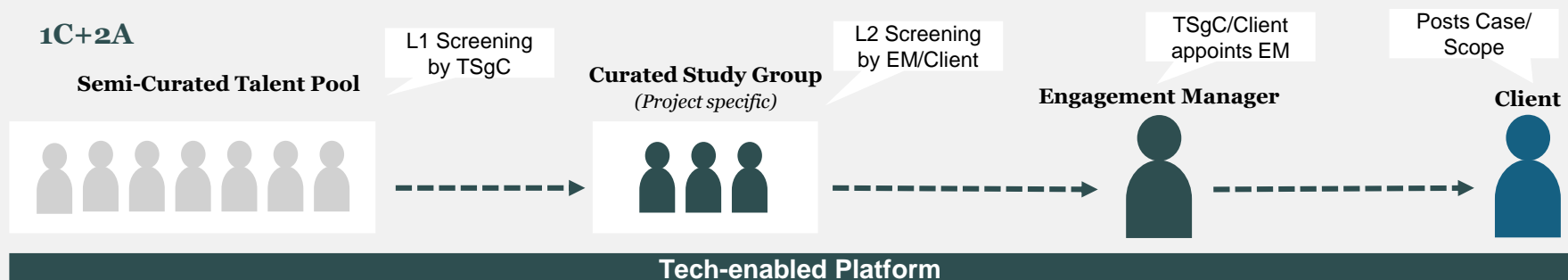
✓ Option to select candidates or guide the study

✓ 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

## The Long-Term Retainer 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**

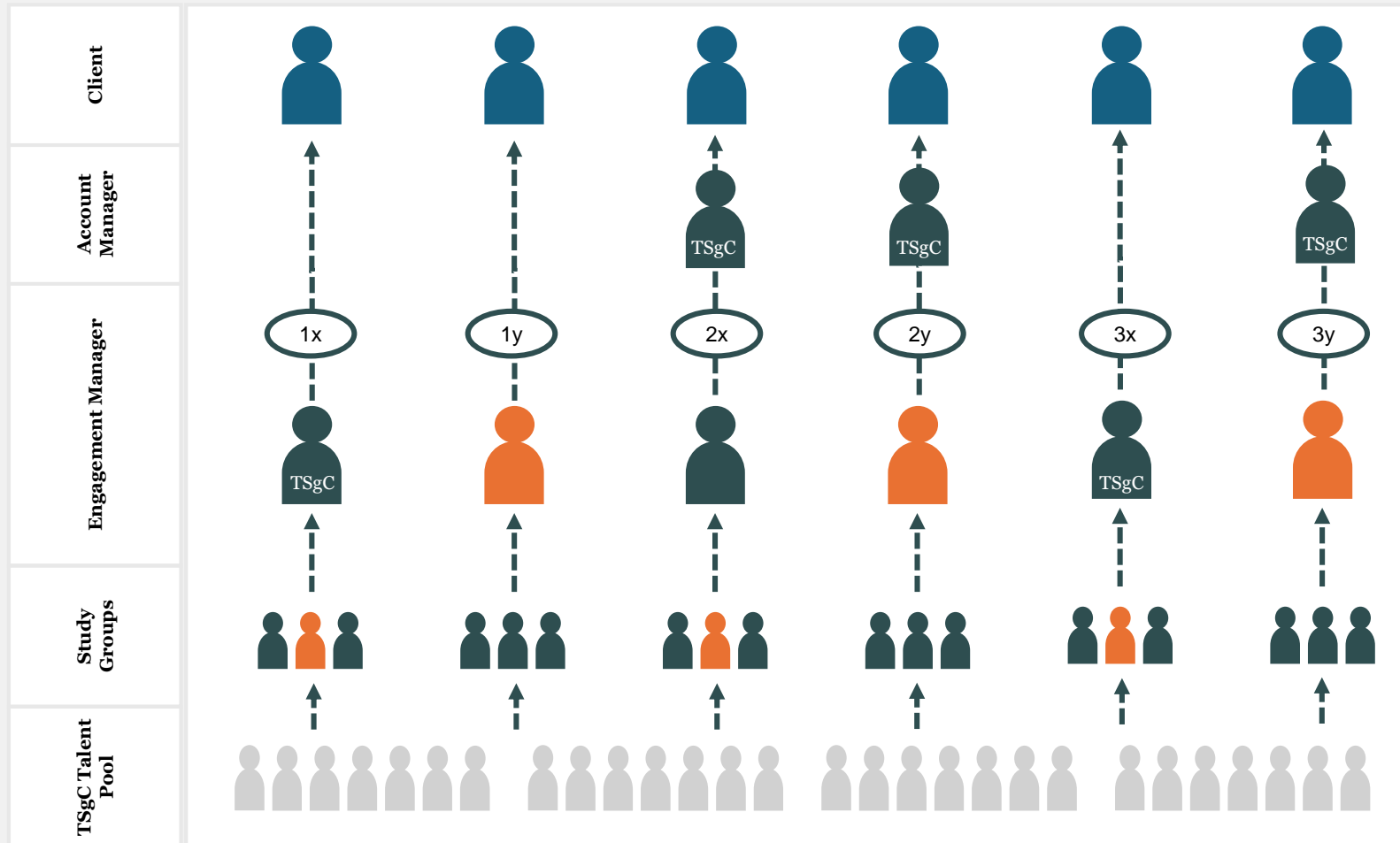
*\*If Client appoints EM, then an AM will be appointed by TSgC to assure output quality and prompt dispute resolution*

*\*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



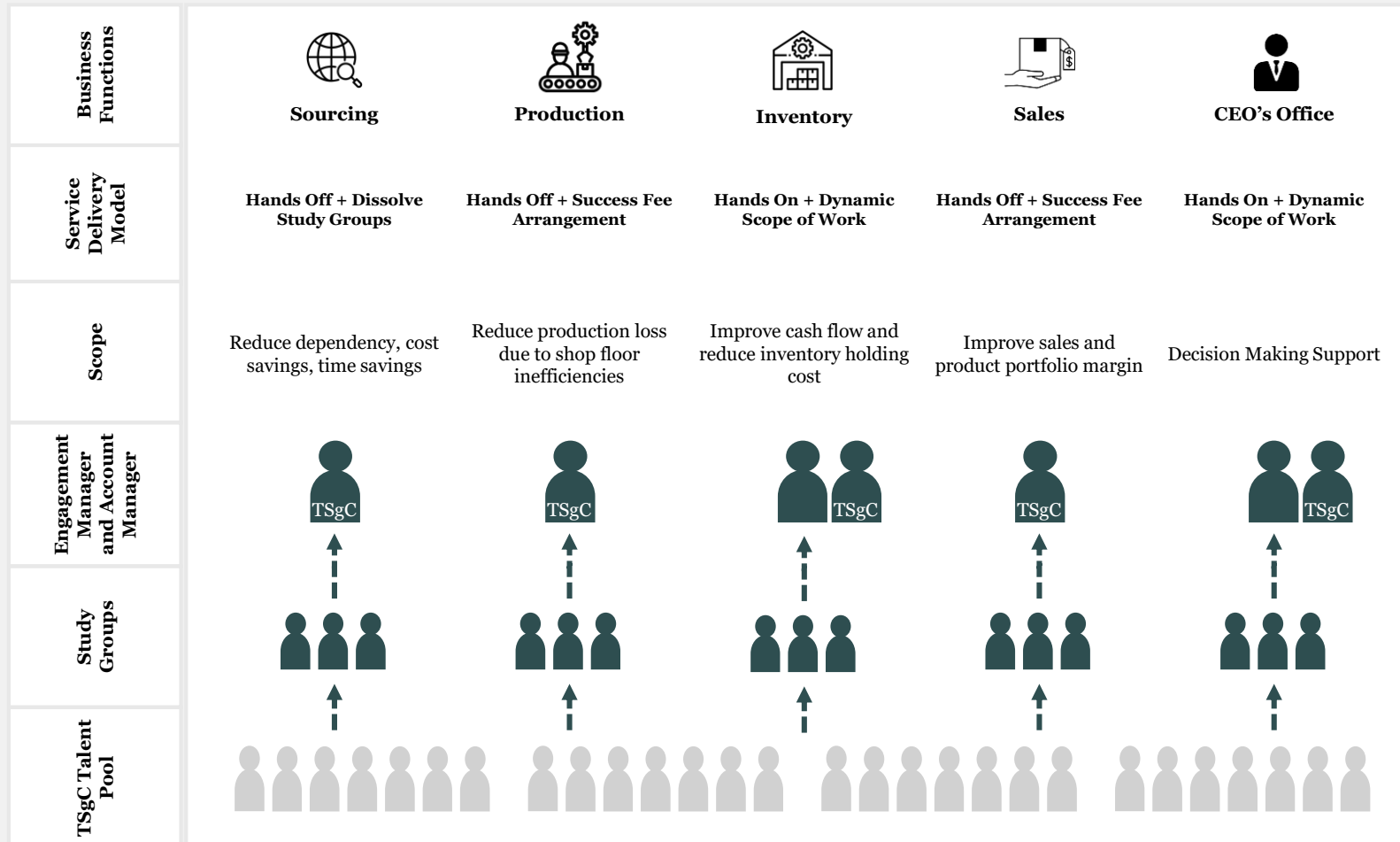
### Modes of engagement

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

- Cost Efficiency** – Organizations can engage multiple consultants or study groups without incurring additional platform fees or expenses, optimizing budget allocation.
- 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.
- Scalability** – The subscription model allows businesses to scale up or down their strategic consulting needs without long-term commitments or high overhead costs.
- Talent Specialization** – Access to specialized talent pools ensures high-quality insights and recommendations suited to specific business challenges.
- Iterative Decision-Making** – The service allows for continuous testing and refinement of strategies, ensuring dynamic and data-driven business decisions.