



PSP SIGNAL DESK



STRATEGIC OPERATING INTELLIGENCE AS A SERVICE

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PACIFIC
STRATEGY
PARTNERS

About Us

PSP SignalDesk, a Pacific Strategy Partners program, bridges the gap between strategy and execution. Backed by \$15B+ in APAC Strategy and M&A experience, our methodology provides CEOs and Senior Executives Strategic Intelligence required to navigate complex capital moves and Indonesian / Regional market dynamics.

We transform volatile signals into decisive leadership actions. Through our specialized Strat and Ops tracks, we equip executives with the Subject Matter Expert-led insights and operational playbooks needed to protect margins and accelerate investment realization.

01 Overview



The Strategic Edge: Navigating Volatility with Precision. Continuity in an Era of Perpetual Motion.

02 Strategy Desk



(Strategy, Capital Allocation, M&A, PMI) **Architecting Value:** Navigating the complexities of growth, cross-border transactions, and capital rotation in fragmented markets

03 Operational Desk



(Operating Performance, Commercial Execution, Risk, Delivery) **Driving Performance at Scale:** Accessing diagnostic tools and oversight necessary to maintain execution cadence amidst evolving priorities

04 Additional Services



Strat Track: Strategic Assessment & Growth, Transaction & Execution Excellence, Transformation & Investment Realization **Ops Track:** Commercial Performance, Delivery & Efficiency, Risk & Resilience **Virtual Strategy Office**

05 Subscription Pricing

(Essential, Professional and Enterprise)

Two parallel tiered subscriptions incorporating seats at Monthly Briefing Forums, Coaching, Monthly Signals & Quarterly Strategy / Performance Playbooks, and Annual Summits



A photograph of three business professionals in a meeting room. Two men and one woman are gathered around a table with laptops and documents. The image has a blue overlay and a vertical teal line. The text is centered over the image.

**The Strategic
Edge:**
Navigating
Volatility with
Precision

Overview

CONTINUITY IN AN ERA OF PERPETUAL MOTION

Modern leadership is no longer a series of discrete events; it is a continuous state of calibrated movement. In an environment where capital deployment must outpace market shifts and operating priorities are constantly recalibrated, the cost of misalignment is exponential.

PSP SignalDesk is a proprietary intelligence ecosystem from Pacific Strategy Partners, engineered for executives who demand longitudinal perspective. It serves as a permanent strategic anchor, ensuring that leadership teams remain synchronized across capital allocation, transaction cycles, and operational performance—even as macro conditions pivot.

By integrating two distinct yet symbiotic workstreams, **SignalDesk bridges the gap between strategic intent and operational reality.**

THE SIGNALDESK ARCHITECTURE

SignalDesk operates through a dual-track subscription model designed to provide comprehensive coverage of the enterprise value chain:

- **The Strategy Desk** (Strat Track): Engineered for capital excellence, portfolio optimization, and transaction navigation.
- **The Operational Desk** (Ops Track): Focused on institutionalizing execution discipline and driving margin resilience.

Each track is orchestrated by senior practitioners and subject matter experts with a deep footprint in APAC transactions and organizational transformations. We translate raw market signals into actionable executive judgment.

BEST PRACTICE KNOWLEDGE SHARING

Signal Desk's peer forums and summits provide a confidential space for CEOs and senior executives to exchange strategic insights and tackle operational challenges alongside their peers.



STRATEGY DESK

Architecting Value

For Leaders Shaping the **Future** of the **Portfolio**

The Strategy Desk is designed for executives navigating the complexities of growth, cross-border transactions, and capital rotation. We provide the "outside-in" perspective necessary to maintain orientation in fragmented markets.

SIGNAL 01

- **High-Conviction Capital Deployment:** Identifying alpha-generative opportunities before they reach the broader market.

SIGNAL 02

- **Dynamic Sector Forensics:** Deep-dives into valuation nuances and discovery, Competitive moats, and structuring for appropriate governance and risk tolerance.

SIGNAL 03

- **Post-Transaction Vision:** Integrating execution considerations into the earliest stages of deal architecture.

THE MANDATE

To provide clarity, optimize timing, and preserve optionality in high-stakes environments.

SUBSCRIBER EXPERIENCE

- **Executive Strat Briefings:** Monthly closed-door Chatham House led peer forums analyzing live themes such as market entry barriers, partnership alchemy, and diligence priorities.
- **Capital & Deal Intelligence:** A continuous synthesis of regulatory shifts and competitive movements, framed for the C-suite.
- **Strategic Dealbooks:** Quarterly, sector-specific blueprints outlining capital deployment strategies and post-close value realization.
- **On-Demand Strat Analyst Access:** Direct lines to specialized expertise for time-sensitive, scoped inquiries.

Value-tiered Strategy Desk Subscriptions

✓ STRATEGY DESK ESSENTIALS

USD 3,500/year

- 1 named seat to Monthly Strat Briefing Forum
- Monthly Capital & Deal Signals Memo + Quarterly Strategy & Dealbook
- Client-rate access to DeskSignal annual convenings.

✓ STRATEGY DESK PROFESSIONAL

USD 9,000/year

- 3 named seats to Monthly Strat Briefing Forum
- Monthly + Quarterly deliverables
- Strat Analyst Desk: 1 private briefing or Coaching per quarter (60 min)
- 3 tickets to Strategy & Capital Allocation Summit

✓ STRATEGY DESK ENTERPRISE

Enterprise — USD 22,500/year

- 6 named seats to Monthly Strat Briefing Forum
- Monthly + Quarterly deliverables
- Strat Analyst Desk: 6 private briefings or Coachings per year
- One case contribution slot per year (agenda/standards managed by PSP)
- 6 tickets to Strategy Summit + brand/speaking slot in a working session



INTEGRATION & IMPACT

SignalDesk serves as the unified source of truth for the enterprise.

1. Synchronized

Leadership: Eliminates information silos between strategy and execution.

2. Compressed Decision

Cycles: Shortens the path from data acquisition to strategic pivot.

3. Institutional Continuity:

Builds a "memory bank" of insights that informs future cycles.

A photograph of an industrial factory floor. In the foreground, a worker wearing a white hard hat, safety glasses, and a blue work jacket is leaning forward, focused on a task. Another worker in a white hard hat and blue jacket is visible in the background, also working. The scene is lit with bright overhead lights, and the overall atmosphere is one of busy, professional industrial activity. A large, semi-transparent blue diamond shape is overlaid on the image, serving as a background for the text.

OPERATIONAL DESK

Driving Performance at Scale

For Leaders Accountable for Institutional Excellence

Strategic vision only realizes its full potential through operational rigor. The Operational Desk provides the diagnostic tools and oversight necessary to maintain execution cadence amidst evolving priorities.

SIGNAL 01

- **Commercial Vitality:** Protecting margins and optimizing pricing power.

SIGNAL 02

- **Organizational Alignment & Effectiveness:** Streamlining communication, ensuring talent and governance structures are fit-for purpose, and driving accountability.

SIGNAL 03

- **Change Leadership and Execution Discipline:** Maintaining the heartbeat of the organization through market cycles.

THE MANDATE

To drive execution, protect margins, and maintain performance cadence in high-stakes environments.

SUBSCRIBER EXPERIENCE

- **Operational Excellence Forums:** Practitioner-led Chatham House peer sessions on working capital optimization, supply chain resilience, and compliance frameworks.
- **Operating Signal Memos:** Focused briefs on emerging operational risks and immediate levers for performance improvement.
- **Quarterly Playbooks:** Standardized KPI logic and governance rhythms to drive cross-functional consistency.
- **Ops Analyst Support:** Targeted intervention for performance-heavy initiatives and complex execution planning.

Value-tiered Operational Desk Subscriptions

✓ OPERATIONAL DESK ESSENTIALS

USD 2,750/year

- 1 named seat to Monthly Ops Expert Briefing Forum
- Monthly Jakarta Operating Memo + Quarterly Operating Performance Playbook
- Client-rate access to DeskSignal annual convenings

✓ OPERATIONAL DESK PROFESSIONAL

USD 7,500/year

- 3 named seats to Monthly Ops Briefing Forum
- Monthly & Quarterly Deliverables
- Ops Analyst Desk: 1 private briefing or Coaching per quarter (60 Min)
- 3 tickets to Annual Operating Performance Summit

✓ OPERATIONAL DESK ENTERPRISE

USD 18,500/year

- 6 named seats to Monthly Ops Briefing Forum
- Monthly & Quarterly Deliverables
- Ops Analyst Desk: 6 private briefings or Coaching per year
- One case contribution slot per year (agenda/standards managed by PSP)
- 6 tickets to Ops Summit + brand / speaking slot in a working session



INTEGRATION & IMPACT

SignalDesk serves as the unified source of truth for the enterprise.

1. **Alignment:** Ensures fit for purpose structures and accountability.
2. **Execution Cadence:** Maintains purpose and discipline through evolving priorities.
3. **Performance at Scale:** Drives margin resilience and growth.

A photograph of a business meeting with a blue diamond-shaped overlay. In the background, a woman is looking at a smartphone. In the foreground, a man in a suit is pointing at a document with a pen. The document has some text, including the word "Contract" and "The First Party to the Contract".

PSP SIGNALDESK

Additional Services

Additional Strat Track **Services**

STRAT TRACK

PILLAR 01

Strategic Assessment & Growth

Market Entry Sprint (2 weeks)	Entry Thesis, Segment Economics, Route to Market Options, Regulatory Gating, 90 Day Plan	USD 12,500
Portfolio Thesis Pack (3 weeks)	Where to Compete, Where to Exit, Capital Allocation Logic, Priority Moves	USD 18,500

PILLAR 02

Transaction & Execution Excellence

Express Due Diligence Pack (2 weeks)	Red Flag Register, Value Creation Themes, Diligence Agenda, Structure Options, Go/No Go Memo	USD 25,000
Target Screening & Shortlist (4-6 weeks)	Target Universe by Category, Scorecard, Prioritized Shortlist, Outreach Sequencing	USD 35,000

PILLAR 03

Transformation & Investment Realization

PMI 100 Day Governance Kit (2 weeks)	Synergy Model, Integration Cadence, KPI Tree, Workstreams, Decision Rights	USD 15,000
Value Capture PMI Light (6 Weeks)	Execution Rhythm, Benefits Tracking, Escalation Pathway, Performance Dashboards	USD 45,000

Additional Ops Track **Services**

OPS TRACK

PILLAR 01	Commercial Performance		
	Pricing & Margin Protection Sprint (2 weeks)	Pricing Corridors, Discount Governance, Cost to Serve View, Margin Bridge Actions	USD 12,500
	Distribution Performance Reset (3 weeks)	Partner Scorecard, Incentive Redesign, Governance Cadence, KPI Pack	USD 18,500

PILLAR 02	Delivery & Efficiency		
	Working Capital Release Sprint (2 weeks)	Cash Levers, DSO/DPO/Inventory Actions, Governance Rhythm	USD 12,500
	Operating Model Tune Up (4 weeks)	Roles / Accountabilities, Meeting Cadence, KPI Hierarchy, Execution Controls	USD 25,000

PILLAR 03	Risk & Resilience		
	Compliance Operating Readiness Pack (2-3weeks)	Control Checklist, Documentation Pack, Escalation Paths, Training Plan	USD 15,000
	Talent & Org Execution Sprint (3 Weeks)	Role Clarity, Performance Cadence, Incentive Alignment, Capacity Gaps and Fixes	USD 18,500

Virtual Strategic Operation Office

VSO M&A

<p>VSO CORE</p>	<p>Monthly Executive Strategy Cadence (90 Min) 2 Decision Memos per month across entry/portfolio/capital allocation/deal making Deal/Partner pipeline triage and prioritization (rolling) On call structuring, diligence, PMO advisory (up to 4 hrs per month) Board ready pack refresh quarterly (slides & narrative)</p>	<p>USD 6,500 /mth (6 mth min)</p>
<p>VSO PLUS</p>	<p>Everything in Core 1 workshop/ month (2 Hours) with functional leaders On Call Advisory (up to 10 hours per month) Target Screening or Valuation Deep dive each quarter (one focus area)</p>	<p>USD 12,500/mth (6 mth min)</p>

VSO OPERATING PERFORMANCE

<p>VSO CORE</p>	<p>Monthly Operating Performance Cadence (90 Min) KPI Tree and Governance Rhythm Management (monthly refresh) 1 action plan (30/60/90) on a selected theme (Margin, Working Capital, Delivery, Risk) On Call Operating Advisory (up to 4 hours per month) Quarterly Operating Review Pack (Slides & Action Register)</p>	<p>USD 5,000 /mth (6 mth min)</p>
<p>VSO PLUS</p>	<p>Everything in Core 1 workshop/ month (2 Hours) with functional leaders On Call Advisory (up to 10 hours per month) Quarterly Deep dive sprint (2 weeks) on one priority lever (eg pricing reset, working capital reset)</p>	<p>USD 9,500/mth (6 mth min)</p>

VSO HYBRID (STRATEGY & OPS)

<p>VSO HYBRID</p>	<p>One combined monthly cadence (120 min) + one functional cadence (60 Min) 3 Decision memos. Month (Strategy + Operating) On Call Advisory up to 12 hours / mth across both tracks Quarterly Board ready pack (Strategy + Operating Scorecard)</p>	<p>USD 16,500/mth (6 mth min)</p>
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PSP SIGNALDESK

transforming signals to action

Deal Flow

Market Opportunity

Value Creation

Strategic Intelligence

Operational Drivers

China
15 Transactions
Total: >\$2.0Bn

APAC
13 Countries
Total: >\$1.0Bn

Australasia
30 Transactions
Total: >\$5.0Bn

Turn market volatility into a competitive advantage through disciplined, subscription-based executive action. Forged across China, APAC, and Australasia with over sixty deals and \$15Bn in transaction experience, we provide the diagnostic tools and peer insights needed to protect margins and accelerate value realization at scale.

Get In Touch

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