

The Merlin Playbook

Clarity. AI. Storytelling. Growth.

"Brands need clarity, AI smarts, and someone who can anchor it all to results."

I don't just advise. I build, simplify, and solve. If you want a straight line to growth, you're in the right place.

THE MERLIN AI & ASCENT



The Challenge

Startups

Chase hype without substance

SMBs

Drown in execution chaos

NGOs

Lack narrative clarity

AI

Noise everywhere, few using it smartly

"Most brands make noise. I make them matter."

Too many brands talk but don't say anything. I cut through this. Fast.

Who I am

"I'm not a consultant. I'm the strategist who gets it done."

I'm a strategist, a creative mind, and an AI builder who has been solving brand problems for 40+ years across industries and geographies.

- Global brand-building experience.
- AI knowledge applied to real-world problems.
- The ability to turn chaos into clarity — fast.



What I do

"Brand clarity, AI solutions, and stories that win."



Brand Strategy

Positioning and narratives that resonate instantly.



Creative Storytelling

Founder stories, content playbooks, and growth campaigns.



AI-Driven Solutions

Insight mining, data storytelling, and custom GPTs.



Social Impact

Programs like Apna Guru (a custom built tutor GPT), for real change.

The Thinking Engine (AI)

"I use AI to see what others miss – and act on it."

I use AI to see patterns faster, test sharper ideas, and uncover insights that others miss. But AI alone is nothing – it's my 40+ years of instinct and storytelling that turn those insights into brand magic.



What this means for you:

- Rapid consumer sentiment analysis.
- Predictive insights for positioning and growth.
- Smarter narrative testing before you spend a single dollar.

Cultural Intelligence

"If you don't understand people, your brand is dead."

I dig deep into culture, behavior, and context — whether it's a D2C buyer in LA or a rural community health worker in Bihar .



Decode

What matters to your audience — beliefs, fears, desires.



Translate

This into language and visuals that feel real, not contrived.



Fuse

Creativity and empathy to make brands resonate across markets.

How I do it differently

"Diagnose. Design. Deploy. Measure. No fluff, just results."

I use a 4-step consulting framework backed by AI precision and 40+ years of instinct:



Examples of Impact

"I don't pitch credentials — I show outcomes."

1

Apna Guru

A custom AI tutor for rural health workers. Built and scaled in weeks.



2

Purity Prayag

One name, two journeys - a standalone launch and a D2C rebrand



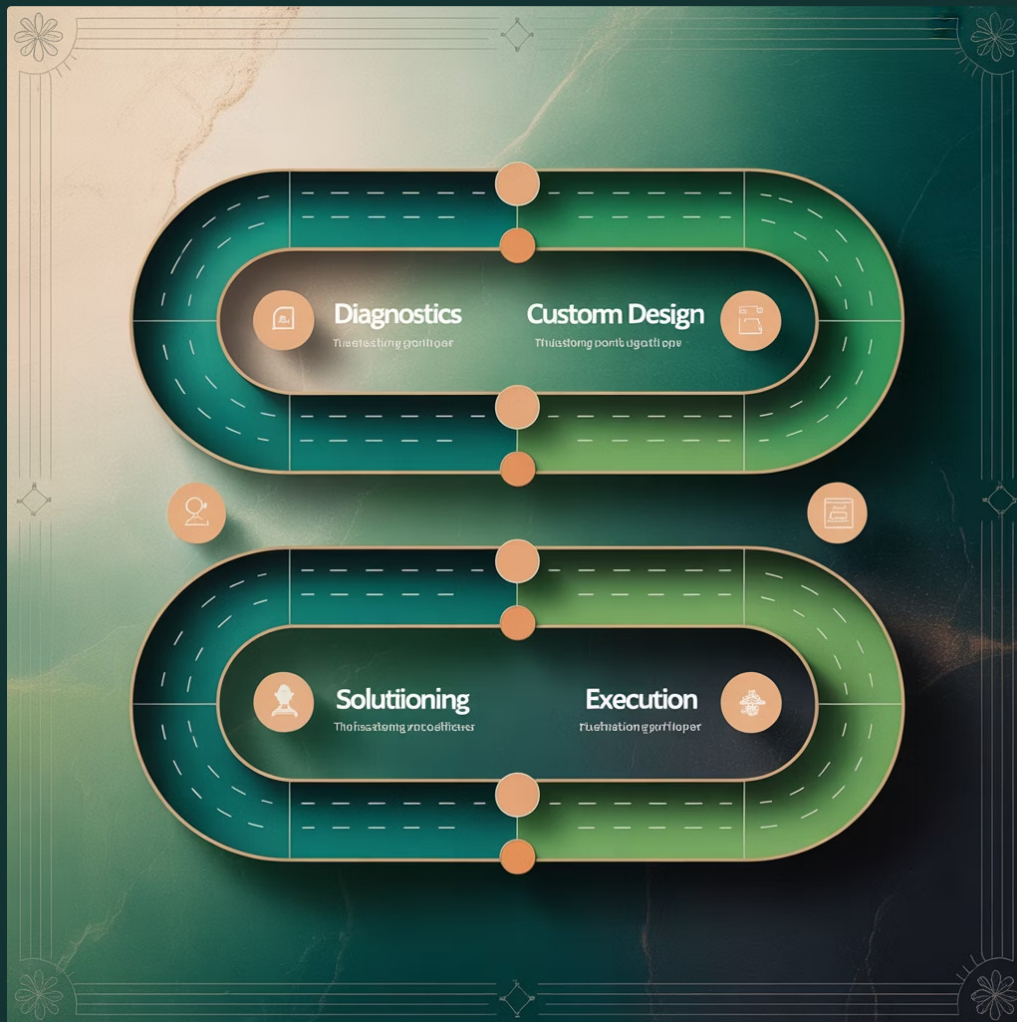
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D2C Playbook

Brand conversions through clarity, smart storytelling, and tech solutions



Designing the Journey



"Every client gets a map — sharp, tailored, and fast."

No templates. No "one-size-fits-all." I map where you are vs. where you need to be, and design the shortest, smartest path.

I often work one-on-one with founders and decision-makers to turn insights into action — quickly.

The Playbooks

"30–45 days to clarity and growth. No wasted months."

My 30–45 day Playbooks combine strategy, AI-driven experiments, and storytelling into a clear growth roadmap.

Startup Launch Playbook

Narrative + Go-to-Market clarity.

D2C Acceleration Playbook

Shopify, conversions, and creative automation.

Social Impact Playbook

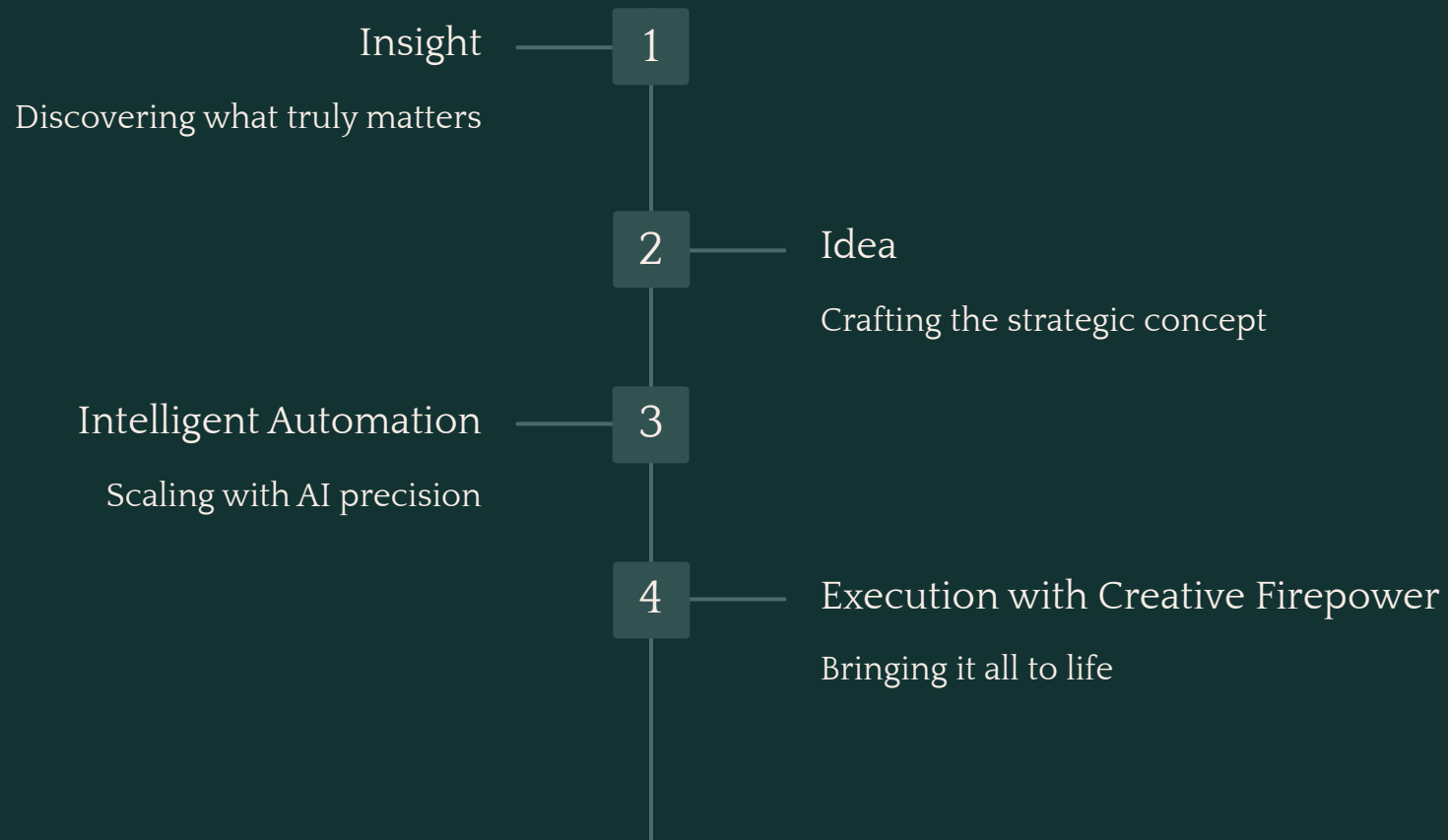
Branding, staying connected to the cause, story telling and smart tech interventions at scale.



The Magic Mix

"Strategy, creativity, and AI — fused for results."

I don't deliver a pile of "AI outputs" — I design experiences, stories, and strategies that feel alive.

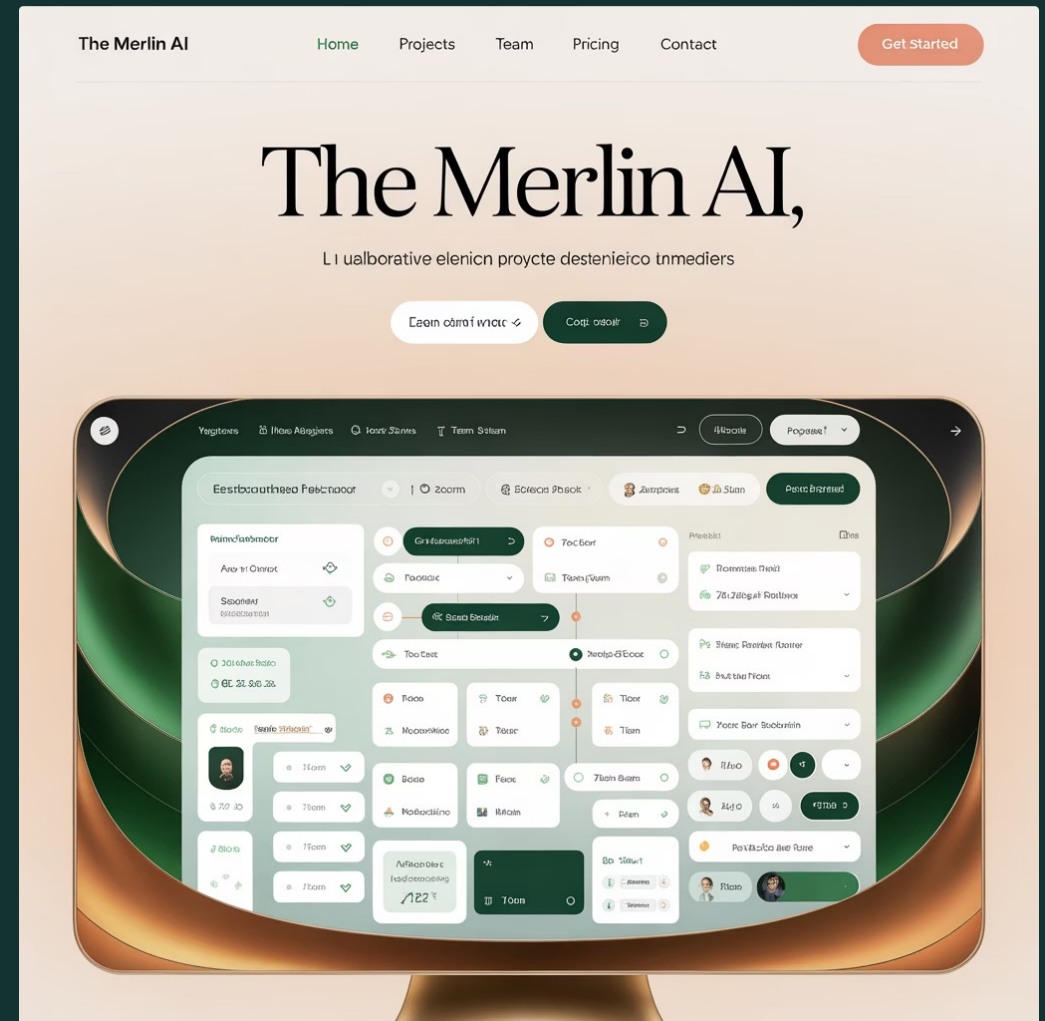


Outcome: A brand story that's sharp, scalable, and unmistakably yours. With AI where needed and proactively introduced into the process.

Owning the Process

"I don't hand over decks. I own the outcome."

I don't hand you decks and disappear. I stay through the execution, pull in a trusted circle of designers, content creators, and AI tools, and make sure it's done right.





Let's talk

"Got a problem? I'll show you the solution."

If you're a startup, SMB, or not-for-profit looking for clarity, speed, and growth — let's talk.

"Give me your problem. I'll show you the solution."

themerlin.ai | rajtella@themerlin.ai | Book a 15-Minute Call.