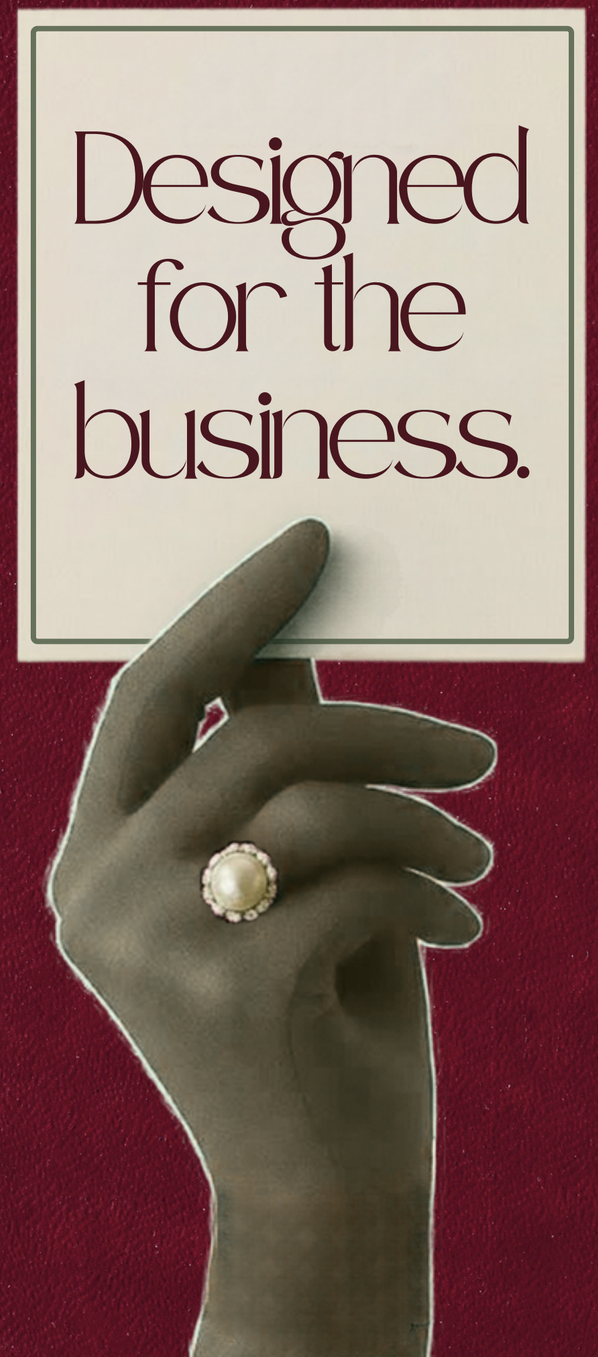
THE EXPERIENTIAL EDIT™ PRESENTS

THE Elevation EDIT

Designed to Distinguish

Strategic support for businesses navigating what comes next.



The problem isn't that the gifting industry lacks opportunity. It's that businesses have been left to figure it out on their own.

THAT GAP IS WHERE THE EXPERIENTIAL EDIT BEGAN.

BUILDING THE THINKING, SYSTEMS AND SUPPORT THE INDUSTRY NEEDS.



WHERE ARE YOU TODAY?

EVERY BUSINESS REACHES MOMENTS WHEN THE NEXT MOVE ISN'T OBVIOUS.

You may be building something new.
You may be looking to solve what isn't working.
You may be ready to grow.
Or you may be looking for bigger opportunities.

THE ELEVATION EDIT IS DESIGNED FOR ALL FOUR.

BUILD

Enter corporate gifting or B2B and build the strategy, offering and route to market.

STRENGTHEN

Solve current challenges and create greater clarity.

GROW

Improve revenue, sales and commercial performance.

EXPAND

Enter new industries, markets and higher-value opportunities.

WHAT THE ELEVATION EDIT IS?

The Elevation Edit is a strategic advisory engagement for gifting and product businesses navigating where they are today — whether they are building a B2B/gifting channel, strengthening an existing business, looking to grow, or preparing to expand.

We don't begin with a predetermined solution.
We begin by understanding where the business is today, what it is trying to achieve, and what is getting in the way.

From there, we identify what needs to be built, strengthened, changed or expanded.

The objective isn't simply to grow.
It's to build a business capable of where you want to go.

THE CHALLENGE ISN'T ALWAYS GROWTH.

Sometimes, the business simply needs help figuring out what is actually going wrong.

COMMON CHALLENGES INCLUDE:

SALES

Inconsistent enquiries, weak conversion, follow-up, sales capability or team performance.

OFFERING

A strong product range that isn't translating into a clear, compelling offer.

POSITIONING

Difficulty articulating what makes the business different or why buyers should choose it.

OPERATIONS & TEAM

Founder dependency, unclear responsibilities, fragmented workflows or capability gaps.

CUSTOMER EXPERIENCE

Inconsistent discovery, recommendations, presentations, delivery or relationship-building.

MARKET & OPPORTUNITY

Uncertainty about which industries, buyers or larger opportunities to pursue.

We don't assume the problem. We diagnose what the business needs next.

WE START WITH UNDERSTANDING. NOT ASSUMPTIONS.

The Process



01

UNDERSTAND

The business as it exists today — its model, people, customers, offering, sales, operations and ambitions.



02

DIAGNOSE

Identify what is working, what is creating friction, and where the real opportunity or constraint lies.



03

DESIGN

Build the strategic response — what needs to change, strengthen, introduce or expand.



04

IMPLEMENT

Support your team in putting the strategy into practice, where the engagement requires it.

The scope is shaped by the diagnosis — not predetermined by a package.

WHERE THE WORK CAN GO

Sometimes, the business simply needs help figuring out what is actually going wrong.

SALES
06

Sales approach, client conversations, proposals, follow-up, retention, sales team development.

CUSTOMER EXPERIENCE
05

Discovery, briefing, presentation, delivery and relationship building.

OPERATIONS & CAPABILITY
04

Internal systems, team structure, workflows, decision-making and training.



OFFERING
01

Service development, product/portfolio strategy, packaging, recommendation architecture.

POSITIONING
02

Differentiation, market perception, value proposition and commercial narrative.

MARKET & OPPORTUNITY
03

Industry selection, buyer types, new markets, larger opportunities and channel development.

These aren't a checklist. The work is shaped by what the business actually needs.

WHAT WE BUILD TOGETHER

Before making recommendations, we build a complete understanding of your business today.

01
CLARITY

A clearer understanding of what's working, what's not and where attention is needed.

02
STRATEGY

A defined direction for the business, offering, market or commercial approach.

03
SYSTEMS

Structures, processes and tools that make the strategy executable.

04
CAPABILITY

Stronger teams, better decision-making and greater internal ownership.

05
A ROADMAP

A practical sequence of priorities for what happens next.

The output is not a generic strategy document. It is a response to the business.

Ways to Work Together

BLUEPRINT



For businesses that need **clarity and a defined strategic direction.**

Diagnosis → priorities → strategic blueprint → roadmap.

PARTNERSHIP



For businesses that need **strategic thinking** alongside **implementation**.

Strategy → implementation support → refinement → decision-making.

ADVISORY



For businesses that need an **ongoing strategic partner.**

Regular strategic counsel → problem-solving → decision support → evolving priorities.

The right engagement depends on what the business needs — not on a predetermined package.

	Blueprint (7–8 Days)	Partnership (6 Weeks)	Advisory (3/6 Months)
Best Suited For	Businesses seeking clarity, diagnosis and strategic direction	Businesses implementing key strategic priorities	Businesses needing ongoing strategic counsel and decision support
Business Assessment	✓	✓	✓
Strategic Blueprint	✓	✓	✓
Priority Action Plan	✓	✓	✓
Sales / Commercial Strategy	As relevant	As relevant	As relevant
Implementation Support	—	✓ Hands-on guidance throughout the engagement	✓ Hands-on strategic guidance throughout the engagement
Business Review Sessions	—	✓ Dedicated working sessions every two weeks	Twice-monthly strategic review and planning sessions.✓ Twice-monthly strategic review and planning sessions
Strategy Refinement	—	✓ Recommendations evolve as implementation progresses	✓ Continuous refinement based on business progress and market response
Consultant Availability	During the engagement	3 dedicated working days, divided across the 6-week engagement	Two dedicated working days every month, with priority access and ongoing strategic support throughout the engagement.

THE WORK IS DIFFERENT FOR EVERY BUSINESS.

A business entering corporate gifting may need to build its:

01

A business entering corporate gifting may need to build its:

B2B OFFERING
SALES
APPROACH
MARKET ENTRY CAPABILITY

02

An established gifting company may need to strengthen its:

COMMERCIAL PERFORMANCE
RETENTION
OFFERING
OPERATIONS



03

A growing business may need to rethink:

NEW INDUSTRIES
NEW BUYERS
NEW CHANNELS
LARGER OPPORTUNITIES

04

A business ready to expand may need to explore:

POSITIONING
TEAM
SALES
CUSTOMER EXPERIENCE

SAME INDUSTRY.
DIFFERENT QUESTIONS. DIFFERENT WORK.

WHAT THE WORK SHOULD LEAVE BEHIND

Depending on the engagement, you may leave with:

A CLEARER DIRECTION - A sharper understanding of where the business should focus.

A STRONGER COMMERCIAL APPROACH - Better ways to approach, sell to and retain clients.

A MORE RELEVANT OFFERING - A clearer connection between what you offer and what the market needs.

STRONGER INTERNAL CAPABILITY - Better systems, roles, processes and decision-making.

A PRACTICAL ROADMAP - Knowing what needs to happen next — and in what order.

A STRONGER BUSINESS FOUNDATION - Systems, processes and strategic thinking designed to support long-term growth.

ENGAGEMENT INVESTMENT

Every engagement is tailored to your business. Final investment depends on scope, complexity, and the level of strategic involvement required.

BLUEPRINT

₹1 Lakh+

Strategic clarity & a business blueprint.

7–8 Days

PARTNERSHIP

₹2 Lakh+

Hands-on implementation and strategic guidance.

6 weeks

ADVISORY

₹1.5 Lakh+ / month

An embedded strategic partner for sustained growth.

3/ 6 Months

The engagement is determined by the scope and level of involvement the business requires.

NEXT STEP

Start with a conversation.

Tell me where the business is today.
Tell me what you're trying to build, change, grow or solve.
We'll determine what needs to happen next.

Shriya Momaya
Founder & Creative Director
The Experiential Edit

Scan to book a conversation

Then we begin.

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