

# Mission Grey

Transforming Global Complexity  
into Strategic Advantage



# The World Has Changed

The global operating environment is volatile, fragmented, and fundamentally interconnected. Geopolitical shifts, supply chain disruptions, climate events, and regulatory changes now drive corporate outcomes as decisively as internal performance metrics.

A single policy change in Brussels can cascade through supply chains across three continents. A climate event in Southeast Asia can rewrite quarterly forecasts for Fortune 500 companies.

Yet despite this reality, companies still rely predominantly on internal analytics and backward-looking reports: CRMs, ERPs, financial dashboards. These tools optimize what happens inside the organization but remain blind to the external forces reshaping markets.



Mission Grey

# The Missing Half

Internal vs External Intelligence

## Internal Intelligence

CRM, ERP, BI platforms, financial KPIs, operational dashboards

- Optimizes internal efficiency
- Backward-looking analytics
- Common, commoditized tools
- Managed by operations teams

## External Intelligence

Geopolitics, regulation, supply chains, technology, market dynamics

- Predicts external risks and opportunities
- Forward-looking foresight
- Largely missing or fragmented
- Required by boards and strategy leaders, and thus f. ex. ERM

Companies have sophisticated dashboards for everything happening inside their walls. **Mission Grey builds the dashboard for the world outside.** The external forces that will determine whether your strategy succeeds or fails.



# The Solution

## The Mission Grey Platform

Mission Grey is a SaaS platform that transforms global complexity into clarity, foresight, and action. We collect and model both open-source and proprietary data at scale, detect signals across the spectrum from headlines to weak indicators, and produce actionable intelligence that leaders can trust and act upon.

### Headline Signals

Breaking news and obvious market movers

### Hidden Signals

Non-obvious patterns beneath the surface

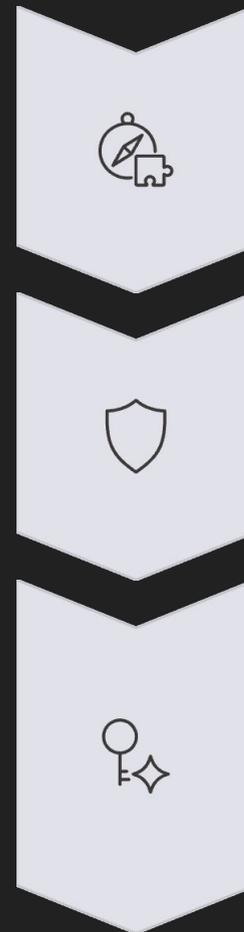
### Weak Signals

Early indicators of emerging change

The platform is automated, explainable, and continuously improving—delivering complete situational awareness and predictive insight that traditional methods simply cannot match.

# Intelligence in Practice

Mission Grey enables continuous monitoring of your partners, rivals, and surroundings. With these real-time insights, you can reform your practices and enter the era of strategic agility.



## Continuous Strategy Process

Real-time strategy adaptation based on external intelligence

## Continuous ERM Process

Dynamic enterprise risk management that anticipates threats

## Continuous Opportunity Process

Proactive identification and capture of emerging opportunities

# Tactical Execution

From Strategy to Action

1

## Tactical Instant Reviews

Real-time intelligence for purchasing, selling, and market positioning decisions

2

## Tactical Argumentation

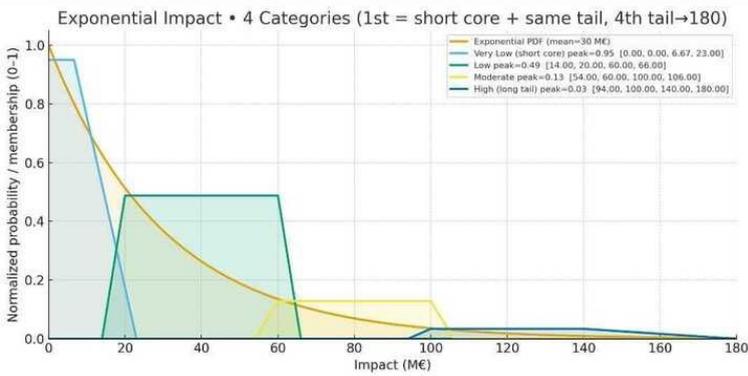
Data-driven insights to strengthen your position when negotiating, purchasing, and selling

3

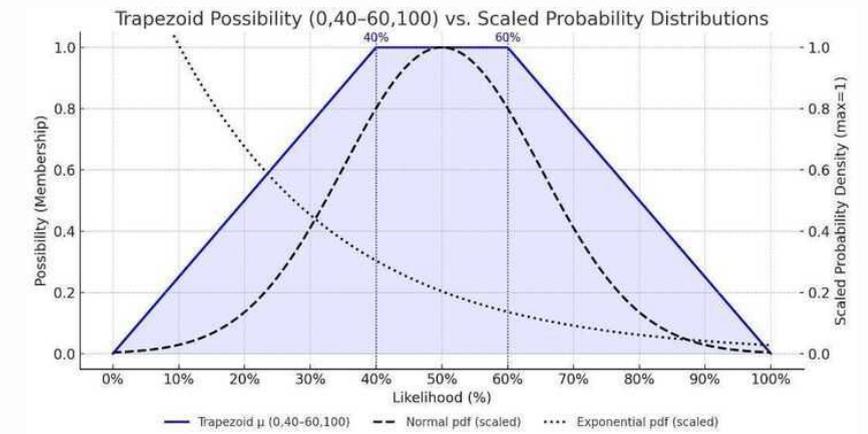
## Continuous Tactical Monitoring

Always-on surveillance of critical factors affecting your operations





# Quantifying the Unquantifiable



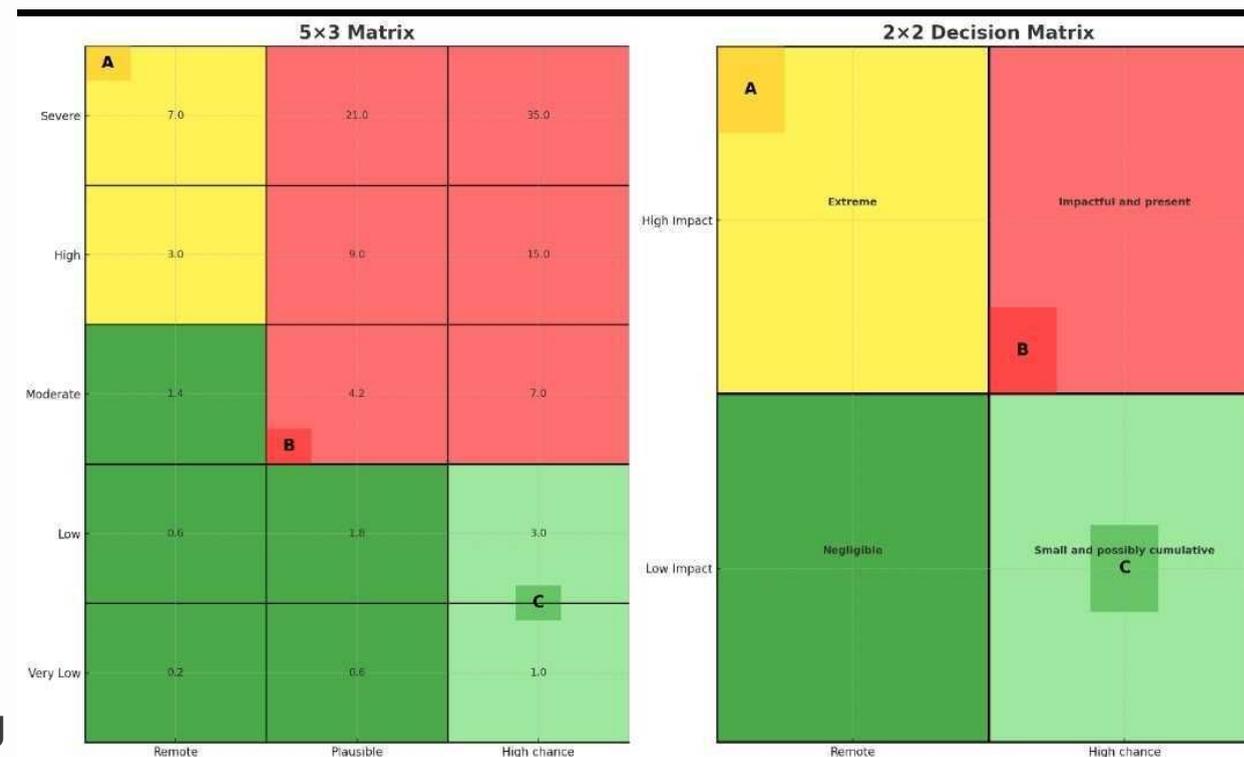
Our monitoring features follow **self-defined scales**, transforming qualitative intelligence into quantitative insights. This means signals can be quantified, combined, compared, and analyzed alongside your internal data.

## Customizable Scales

Define your own measurement criteria to track what matters most to your organization

## Visual Analytics

From tracking weak signals to forecasting major shifts, everything is categorized, quantified, and visualized with sophisticated graphs



## Risk/Opportunity Matrices

Advanced tools for user interface and background analyses, making independent assessments even more sophisticated

# Real-World Monitoring Examples

## Example 1: Harbor Crane Service Providers vs. Officials, APAC Region

"Identify the 10 most critical harbor crane service providers in APAC region. Track any signals that could potentially escalate into a crisis between local officials and these providers, port by port. Assess likelihood and long-term impact of each potential crisis."

**Scale:** Extremely unlikely → Unlikely but with potential → Likely → High likelihood of escalation

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## Example 2: Potential Partner Tracker, Panama & Drake Passage Blockade

"Identify the most significant and reliable land partners from Pacific to Atlantic Ocean, excluding criminal organizations and actors with Panama ties. Assess transportation capacity for replacing Panama Canal and Drake Passage maritime routes. Identify potential partners for building alternative solutions."

# Partnership Packages for You

## Pilot Program

€10K for 4 weeks

Trial usage with three meetings to explore platform capabilities

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## Enterprise Package

€75K annually

All pilot benefits plus unlimited users, dedicated support, and continued account management

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## Continuous Strategy Process

€139K annually

Weekly remote meetings with your teams, active collaboration on prompting, ongoing problem-solving, and continuous discovery of new use cases across your organization

**Single user subscriptions** also available. Additional services include custom integrations and face-to-face consultancy at additional cost.

# The Advantage of Full Partnership

What Makes the Continuous Strategy Process Package Different?

## Standard Enterprise Package

Platform access and support

Unlimited users but no tailored consultancy

Self-service implementation

Internal adoption management

## Continuous Strategy Process Package

Mission Grey team actively collaborates on prompting

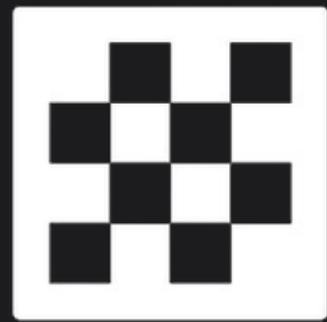
Weekly strategic problem-solving sessions

Proactive discovery of new use cases

Transform meetings into demos when needed

With the Continuous Strategy Process Package, we don't just provide a platform. We become your external intelligence partner, embedded in your strategic operations and committed to maximizing the value of every insight.





# Mission Grey

because navigating chaos calls for clarity.

So you can focus on your core business.