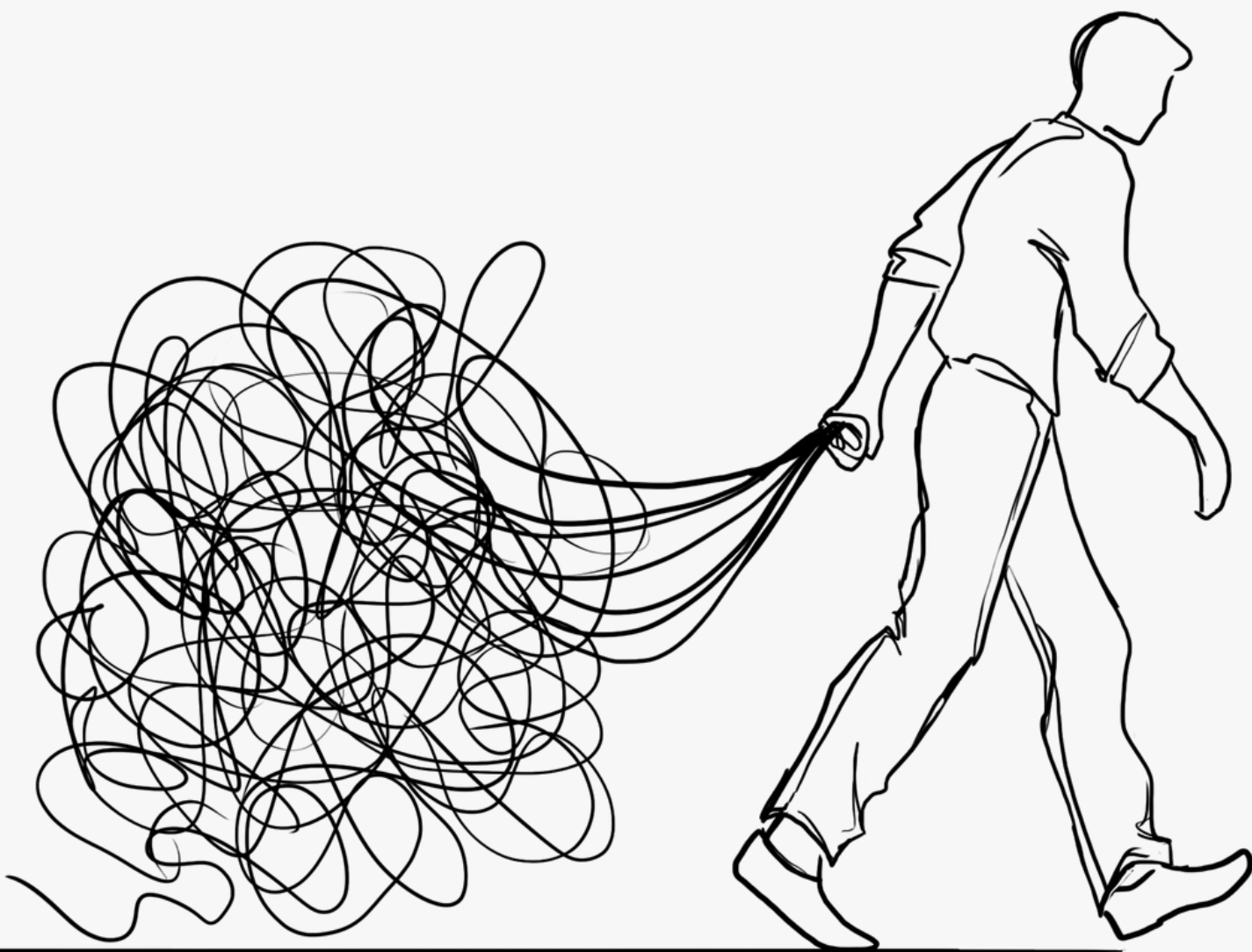


Execution without Orientation is *Expensive*



When entering new systems, the real risk isn't time or money. **It's losing ownership of your strategy.**

Founders are builders and *do-ers*.

The first instinct is to do.

- ✓ Develop the solution
- ✓ Hire the team
- ✓ Launch the product
- ✓ Announce the Partnership

... Get it done.

But when entering a **new market**, you are entering a new terrain. . . .

Every system has its own logic.

Some factors are **visible**:

Incentives.

Rules.

Decision points.

Procurement processes.

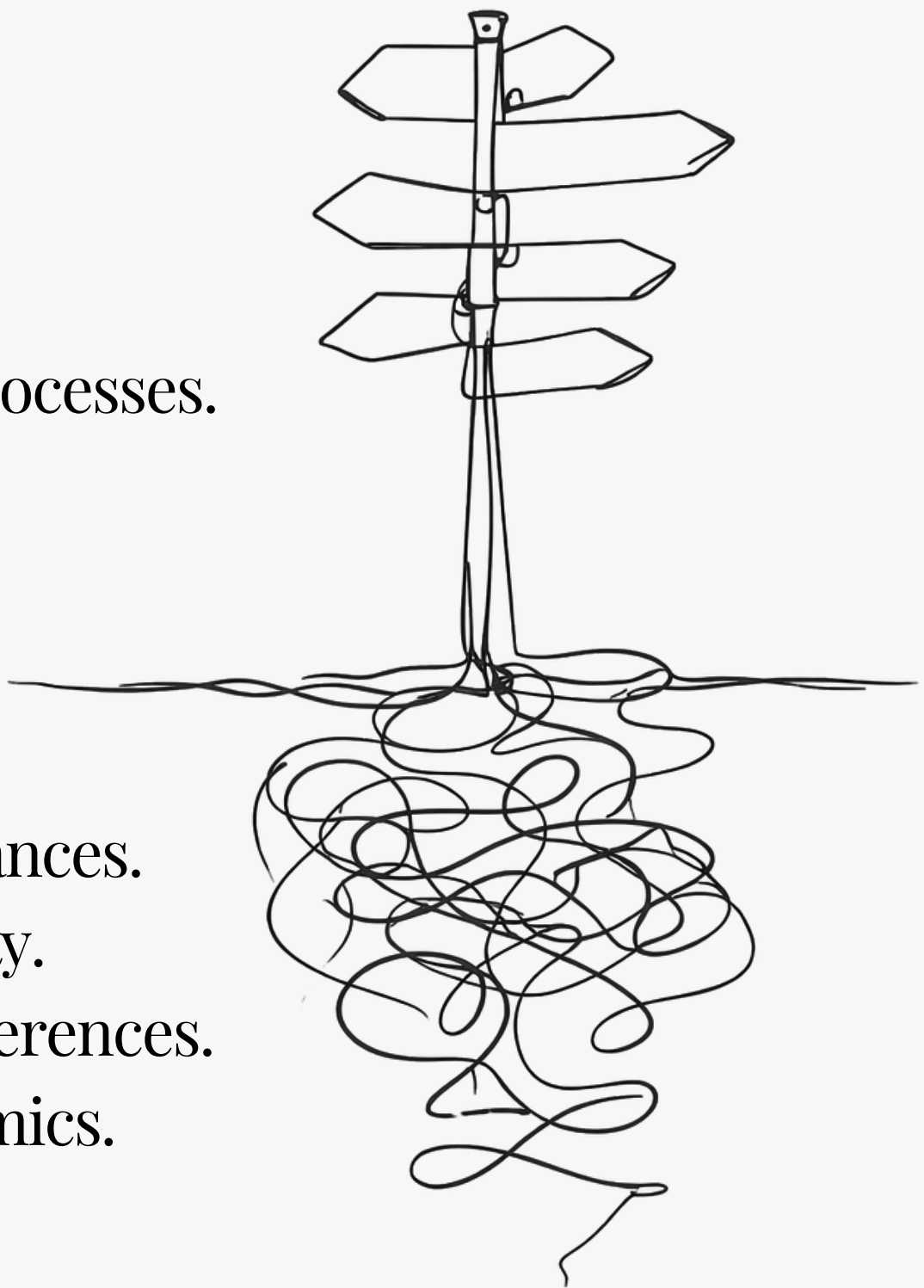
Many are **not**.

Rivalries and alliances.

Decision authority.

Institutional preferences.

Consensus dynamics.



Without orientation, a subtle shift happens.

Others define the system for you.

Investors frame the opportunity.

Partners define the problem.

Advisors determine the constraints.

And in the process, you've ceded your strategic autonomy.



That is where we come in.

Our orientation work combines expert market assessment with founder capacity building.



It is designed to keep founders in the driver's seat even when navigating uncharted terrain.



Concrete Tools and Clarity

We provide founders with the concrete tools and clarity to own their U.S. entry strategy — on their own terms. That includes:

- **A structured assessment of U.S. market fit, timing, and entry sequencing.**
- **The frameworks to defend those findings to investors and boards.**
- **Tools to select and manage external expertise efficiently.**

We help you master the terrain, not just the timeline.