

Make the **right technology bet** before you spend.

Independent guidance for growing companies deciding what technology to choose, where AI can help, and how to adopt for a truly useful investment.

THE VALUE

Move from pressure and uncertainty to a clear, defensible next move — without burning money or falling behind.

CHOOSE THE TYPE OF CLARITY YOU NEED

Tech Scan

See where technology could create **meaningful advantage** and where the latest tool is simply **noise**.

You receive: a clear view of what deserves attention now, next, or not at all.

Bet Brief

Compare a **shortlist** before you commit, with the **tradeoffs** translated into language leaders can use.

You receive: a concise recommendation with rationale, risks, & next moves.

Use-Case Map

Connect your **business goals** to realistic ways AI or technology could help your people do **better work**.

You receive: prioritized opportunities, accurate value, & realistic starting points.

What working together looks like

› You bring the question

Share the decision, shortlist, or concern that your company may be **falling behind**.

› We learn the context

We speak with the **right leaders**, review relevant materials, and clarify what **success** looks like.

› We test the options

We challenge assumptions, compare choices, and separate useful technology from **hype**.

› You leave with direction

We present the recommendation in **plain English** and help your team understand the **next move**.

Designed to be focused, useful and easy to engage

Client interaction

A small number of **purposeful working sessions**, not a calendar full of status meetings.

Time involved

The scope is sized to the decision. Your **team's time commitment** is agreed before work begins.

Tools

Your existing documents and technology, **structured comparison frameworks**, and **fit-for-purpose AI research tools**.

Delivery

Clear working materials, a **decision-ready recommendation**, and a live readout for your stakeholders.

A strong fit for

- › Companies up to **100 employees**
- › An IT resource or provider, but no **independent strategic technology guide**
- › Leaders under pressure to **use AI wisely**
- › Teams with no appetite for **expensive guesswork**

What the work feels like day to day

Calm, collaborative, and low-drama. You work through real questions in plain English while the analysis happens between sessions. The engagement stays close to the decision in front of you — not an **oversized transformation program**.

Direct access to the founder

You work directly with the founder: a **clear communicator and creative problem-solver** who can examine the choice from multiple angles, ask the **uncomfortable question**, and make complex technology understandable.

Before you buy the next thing, make sure it is the right thing.

Start with a Tech Scan, Bet Brief, or Use-Case Map — or bring the question to us for a tailored path.

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