

**STOP GUESSING
START WINNING**



OUTSIDER.B2B

CREATING BREAKTHROUGHS IN GROWTH

OUR PASSION IS TO ENABLE **SMALL**
ORGANIZATIONS TO COMPETE EFFECTIVELY
WITH MUCH **LARGER** ONES.

HOW ?

BY PROVIDING A FRESH SET OF EYES -
THE PERSPECTIVE OF AN **OUTSIDER**...

HOW ?

AND BY EMPHASIZING THE INHERENT
STRENGTHS OF BEING A **SMALL** ORGANIZATION:

AGILITY, INNOVATION SPEED AND PERSONALITY

WHILE BORROWING SOME OF THE
BEST PRACTICES OF **LARGER**
ORGANIZATIONS:

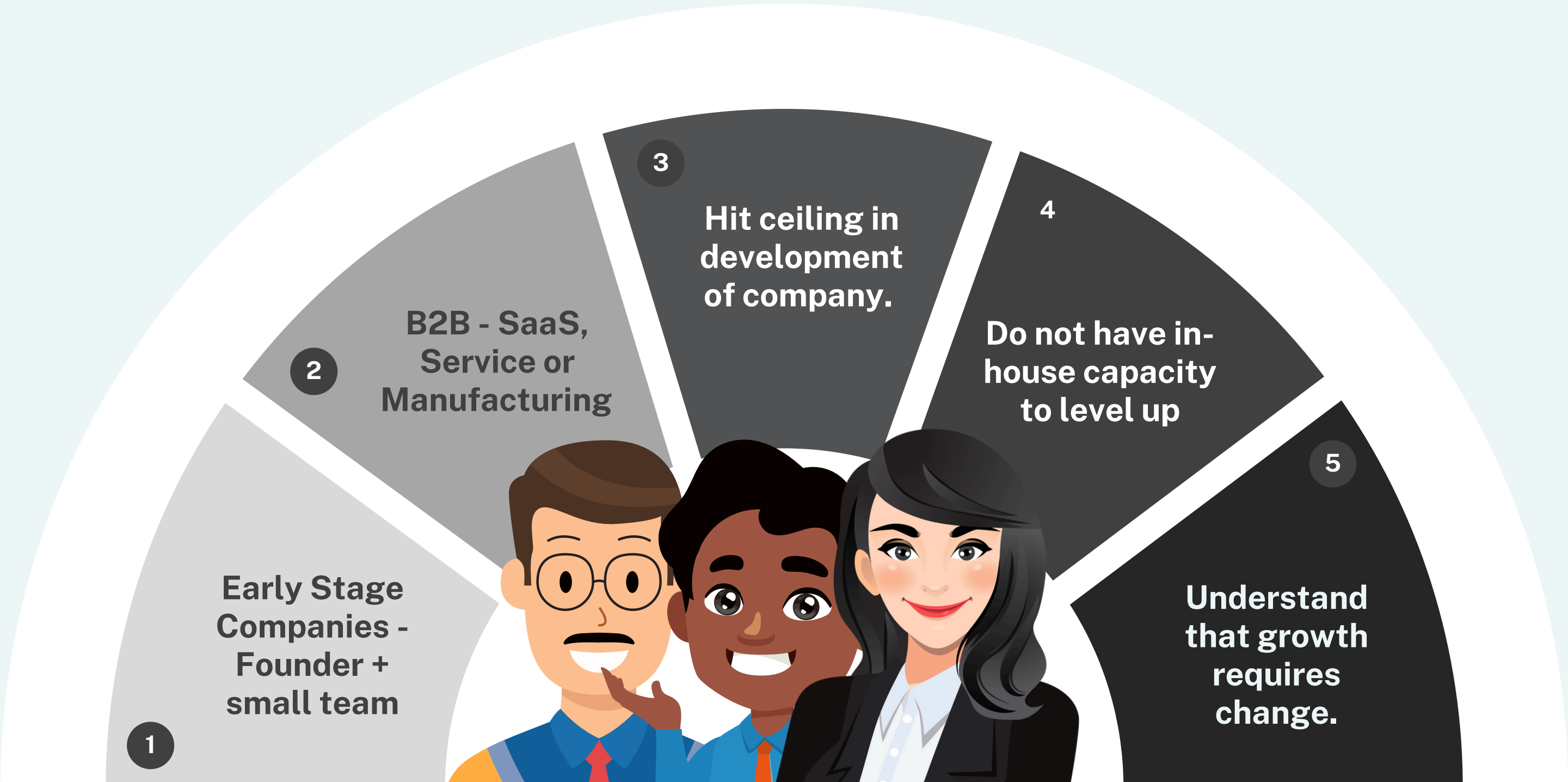
EFFICIENT ADMINISTRATIVE
PROCESSES AND A CULTURE OF
ANALYTICS AND **BUSINESS**
INTELLIGENCE

AS A SMALL BUSINESS OWNER,
GAINING AN **UNBIASED VIEW** OF
YOUR ORGANIZATION CAN BE
CHALLENGING.

WE REVEAL INSIGHTS INTO YOUR
ORGANIZATIONAL **BLIND SPOTS**
AND OFFER **PRAGMATIC**, FEASIBLE
SOLUTIONS.

WHO WE WORK WITH

PROFILE



SERVICES



HOW WE HELP

PROBLEMS WE SOLVE & OFFERINGS

	Marketing Challenges	Administrative Challenges	Financial Challenges
Problems we solve	<ul style="list-style-type: none"> • Outdated business practices. • Unprofitable offerings / low gross margins. • High discount pressure. • Increased Competitive Pressure / loss of market. • Poor Product Market Fit. • Lack of insight in customer behavior. • Inconsistent Marketing & Pricing Strategy • Poor communication of added value. 	<ul style="list-style-type: none"> • Inefficient administrative processes. • Poorly defined Business Intelligence landscape • Tools that do not connect with each other • Manual work in Excel or on paper. • Lack of process control & optimization. • High level of mistakes in execution. 	<ul style="list-style-type: none"> • Inefficient organizational setup • High fixed cost / high break even point • Low profitability • Cash constraint issues • Lack of financial planning / forecasting
Offerings	<ul style="list-style-type: none"> • Hourly Consulting • Business Model Audits • Pricing Audits • Competition Audits • Customer Facing Process Audits • Audience & Persona Research • Value communication strategy 	<ul style="list-style-type: none"> • Hourly Consulting • Define & Visualize BI Landscape • Measurement Strategy Audit • Process Modernization • AI tool Implementation • Performance Management Dashboards 	<ul style="list-style-type: none"> • Cost Reduction Audits. • Cash Forecasting Processes / Dashboards. • Financial Process Setup & Redesign.

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