

What we do

We run a **self-contained, privately-hosted intelligence-and-delivery system** — proprietary research, analysis and document-production tooling running entirely on our own hardware. Client material never enters a third-party cloud, is never used to train anyone's model, and leaves no footprint on a shared consultancy drive. You get the depth and speed of a large analyst desk with the discretion of a single trusted one.

The system rests on four things:

- **Self-contained & locally hosted.** Every source we pull, every dossier we build and every deliverable we render lives on infrastructure we control. Confidentiality and chain-of-custody are structural, not promised.
- **Proprietary analytic & search tooling.** A purpose-built research engine reaches statutory registers, regulators, filings, industry bodies and the open web through one disciplined pipeline — and resolves entities, ownership and people the way a specialist desk does.
- **Confidential by construction.** Sensitive mandates, and work that moves outside conventional channels, are handled without exposure to outside platforms or staff.
- **AI-augmented.** Modern AI is woven through the synthesis and language layer, for scale and consistency a human team cannot sustain. It is a force-multiplier on the system — a feature, not the product.

We do not hand over talk. We hand over the artifacts.

What one recent four-week German market-expansion mandate produced from this system – sanitized:

- **3 vertical opportunity trees** – each mapping Vertical → Segment with sized TAM / SAM / SOM, named target accounts, and a low/medium/high margin tag. Two verticals were client-set; one we identified.
- **30+ company-level prospect dossiers** – legal entity, ownership and capital structure, financials, ICP-fit scoring against an eight-criterion framework, a decision-maker shortlist, and a tailored approach plan per account.
- **Named decision-maker & connector dossiers** – operational counterparties and supervisory-board connectors, with verified reachability and warm-introduction pathways.
- **16 rendered deliverables + 24 calculation-chain datasets** – sizing models, industry trees and prospect scorecards, every figure grounded in hard data (commercial registers, Bundesanzeiger filings, Eurostat, industry research) and cross-checked against social-sentiment signals, with confidence flags on every estimate.

A ranked, fully-sourced pipeline of named, decision-velocity-fit accounts – not a memo. The sections that follow are real outputs from that mandate, with all identities removed.

The data assets behind it

An engagement is not a report – it is a structured, navigable asset base a team can operate from. The mandate above was organised like this:

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de_market_expansion/
├─ 00_constraints/           ← ICP band, capability matrix, scope gates
├─ 01_discovery/           ← vertical opportunity trees + longlist
├─ 02_dossier/             ← 30+ prospect dossiers (one folder per firm)
│  └─ prospect_01/
│     ├── company.md        ← legal, ownership, financials, ICP-fit
│     ├── approach_plan.md  ← sequence + pitch + hold-backs
│     └─ people/
│        ├── decision_maker_1.md (operations / supply-chain)
│        ├── decision_maker_2.md (CEO)
│        ├── connector_1.md     (supervisory-board chair)
│        └─ decision_maker_3.md (former CEO / shareholder)
│  └─ prospect_02/ · prospect_03/ · prospect_04/
│  └─ prospect_05/ · prospect_06/ · prospect_07/ ...
├─ 03_scoring/             ← 8-criterion ICP scorecards
├─ 04_decision_makers/    ← named contacts + reachability
├─ 05_outreach/           ← templates + sequencing
├─ 06_sizing/             ← TAM / SAM / SOM models
├─ 07_corpus/             ← embedded source corpus
└─ deliverables/          ← rendered reports + 24 calc-chain datasets

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Each prospect folder carries a structural dossier, a tailored approach plan, and a personal dossier on every named decision-maker and connector. Behind the files sit the verification-raw pulls – commercial registers, Bundesanzeiger filings, Eurostat, industry research – every figure cross-checked, every estimate confidence-flagged.

Company Dossier

(Germany)

One of 30+ prospect dossiers. All identities removed; the underlying data is drawn from public registers and filings.

Field	Detail
Profile	A ~44-year German premium pro-audio manufacturer (loudspeakers, amplifiers, networked audio + AVLM services)
Location	Single-site production in southern Germany
Revenue	≈ €93M (recovering toward a ≈ €162M pre-pandemic peak)
Employees	1,000+ globally
Ownership	Majority-owned by a US growth-PE firm (acquired 2023; ≈ €600–700M valuation) via a German holding company
Installed base	World-famous concert halls, arenas and national broadcasters
Composite ICP fit	95 / 100 (primary band, PE-cycle adjusted)

Fit thesis. Finished-goods, ESD-sensitive units shipped as sealed product — a precise match to the operator’s whole-unit + service-module logistics scope (component-level handling is out of scope by design, and not required). The global premium-venue installed base creates a fast service-parts and reverse-logistics requirement; a current production expansion is a capex-pressure moment where variable-cost logistics lands.

Decision-makers (*full dossiers attached*):

- **The CTOO** — owns supply chain + operations → **primary operational counterparty**.
- **The CEO** (newly appointed) → signing authority.
- **The supervisory-board chairman** — a former consumer-electronics-retail-group CFO → connector + governance gate.

Timing & risks. New CEO and CTOO both newly in seat → substantive deal-architecture pitch a quarter out. PE majority-spend approvals route through the supervisory board. Cold outreach (no public 3PL RFP) — the pitch must create the demand-pull.

Indicated path. Operational-detail-led approach to the CTOO, anchored to the production expansion + the service-parts thesis and concrete KPIs (OTIF, picking accuracy, claim rate); warm-intro option via the supervisory-board chair’s consumer-electronics-distribution network.

Personal Dossier: a supervisory-board chairman / connector (Germany)

A connector dossier. It shows how the system maps not only decision-makers but the warm-introduction pathways to them. Public business data only.

Role & leverage. Chairman of the prospect's supervisory board for ~10 years, across two PE-ownership cycles. Not an operating signer — but every deal above a threshold needs board sign-off, and he chairs it. A governance gate and a high-leverage warm-intro pathway in one.

Why he matters to this pitch. His career bio is **CFO + Deputy CEO of the holding company behind Germany's two largest consumer-electronics retail chains**. He has lived the consumer-electronics-distribution-logistics problem from inside the country's largest CE retail-logistics operation. He recognises a 3PL value proposition on sight.

Network. Also chairs a B2C online-print group's advisory board and a fashion-retail-services supervisory board — both logistics-relevant. His CE-retail-group network is the single most relevant connector graph for a CE-logistics operator approaching this account.

Best use. Governance escalation if PE-owner sign-off is required; warm introduction via his consumer-electronics-distribution network where the operator holds any prior connection.

Sensitivities. Public business data only; he left the CE-retail group amid a well-documented parent-group governance dispute — context to know, not to raise.

Opportunity sizing & prospect scorecard

The mandate did not just list companies – it sized the opportunity and scored every prospect on a fixed, client-agreed framework.

Opportunity trees. Three verticals, each decomposed Vertical → Segment, with TAM / SAM / SOM sized from hard data (commercial registers, Bundesanzeiger filings, Eurostat, industry research) and a low/medium/high margin tag per segment. Two verticals were client-set; one we identified.

Eight-criterion prospect scorecard – every prospect assessed across all eight before it entered the long-list:

#	Criterion	Type
1	DE-headquartered (or DE division with signing authority)	hard gate
2	Estimated deal lead-time (RFP → signature)	score
3	Estimated margin	score
4	Value per volume (€/m ³)	score
5	Value per weight (€/kg)	score
6	Sensitivity / service-intensity	score
7	Product size within the operator's machine envelope (3–220 mm)	hard gate
8	Inventory turnover (dwell time)	score

Hard gates filter; the scored dimensions rank. The output is a composite-scored, ranked pipeline of named, decision-velocity-fit accounts – every figure sourced, every estimate confidence-flagged.

Account approach plan

For each prospect the system produces not a name but a sequenced way in:

Window	Counterpart	Goal
Open	The operations owner (CTOO / supply-chain lead) – not the CEO	Establish operational fit on concrete KPIs
Next	The CEO	Strategic deal architecture once operations align
Escalation	The supervisory-board chair / connector	PE-owner sign-off; warm intro via his industry network

The plan flags **what to lead with** – the one capability the account actually needs now: service-parts and reverse-logistics for a global premium-installed base, at a production-expansion capex moment – and **what to hold back**: commitment magnitude, exclusivity geometry and pricing structure, until fit is confirmed. **Likely first ask back**: service-level proof points (OTIF, picking accuracy, claim rate) and a clean handling-scope line. Every counter is pre-scripted.

Nothing in the room is improvised. Every term arrives with its opening, its mid-point and its walk-away already set – and the counterparty’s likely moves already countered.