

ASSESS ■ PLAN ■ IMPROVE ■ SAVE



Strategy for Start-Ups



**Passion only goes so far.
Strategy allows you to go the distance.**



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“However beautiful the strategy, you should occasionally look at the results.” -Sir Winston Churchill

Sea Change offers results-driven Strategy for Start-Ups.
Our Approach is simple: Assess, Plan, Improve, Save.

ASSESS

As a new business, you need a clear financial picture and a strategy that will support your financial objectives. The best strategies also reflect your values and vision for your organization. That's why we begin by helping you to assess your mission and values so that they inform your entire strategic planning process. We then identify the key triggers, metrics, marketing initiatives and management teams and projections that will effectively position your organization for success. We use this information to determine your goals and priorities that will guide your organization well into the future.

PLAN

Once the high level objectives are articulated, we provide the day-to-day tactical plans that turn the talk into action. We work with you to create an enticing business plan that coordinates your organizational, departmental and individual efforts in areas like sales, marketing procedure and systems enhancement, product or offering development, public relations, outreach and more. We also produce financial projections and benchmarks that banks and investors demand.

IMPROVE

Having a strong business plan is one thing, knowing how to present it to your key audiences is another. We provide insight into how to identify and approach your target client and investor audiences and advise you on crafting a powerful presentation. We also generate the consensus, the documents and the mediation necessary for ensuring execution of your business plan. We understand that strategy is nothing without execution, and we respond proactively and with flexibility to ensure that improvements are made and progress is significant.

SAVE

Your organization will save money and make money when you efficiently achieve your strategic objectives. We oversee the achievement of the short term goals and, unlike other consultants, we commit to supporting you long afterward. We employ tracking and monitoring mechanisms to coordinate your strategic efforts far into the future.

**We deliver sustainable solutions
by mobilizing the innovation, resources and individuals
required to develop and realize a winning strategy.**

About Sea Change

We have over 20 years of business experience, having served as Vice Presidents, CIOs, Practice Directors and Principals of many organizations including Oracle Corporation, Silver Oak Solutions, the U.S. Navy, First Data Corporation and more.

We have helped raise over \$6MM for organizations because we possess the insight, expertise and drive necessary to achieve tangible results for our clients.



Case Study: The CEO of a new healthcare company needed capital to effectively launch the business, but did not know the investment community and therefore did not appreciate her options.

Issue: Requests for funding were being turned down by a number of local banking institutions due to lack of a business plan and solid projections.

Resolution: We walked the CEO through the investment process and completed a comprehensive business plan with 3-year financial projections, profit and loss analyses, balance sheet and cash flow statements. Additionally, we created a high-level presentation for potential investors and provided training to the CEO to give the presentation to a panel of investors. With our assistance, the CEO won a local business planning competition, gained the necessary funds from a local investment institution and now continues to follow a growth trajectory.

**Call today for
more information:
978.236.1170**