

Entrepreneur-in-Residence

By Druid Systems



Engagement Proposal
September 2020

"Tunnel vision can kill creativity."
~ Ami Vitale



Problem

Founders, leaders, and managers are too close to and engrossed in their business. They develop tunnel vision.

Solution

DISTANCE



Sometimes, the picture is clearer when there is some emotional, intellectual, and financial distance.

DISINTEREST



As opposed to being uninterested in the result, a disinterested third party brings impartiality & fairness.

DEPTH



Not being concerned with the daily trials of a business creates clarity of vision to see deeper better.

EXPERIENCE

Cross functional and wide-ranging exposure to business and personal situations over extended period offers unique perspectives to seemingly intractable problems.

EXPERTISE

Domain and circumambient knowledge allows for being able to spot alternate and efficient approaches to unique and common problems.

X-RAY VISION

Having dealt with similar problems earlier allows for clearer understanding of the underlying issues without the superficial ones that distort the noise-signal ratio.

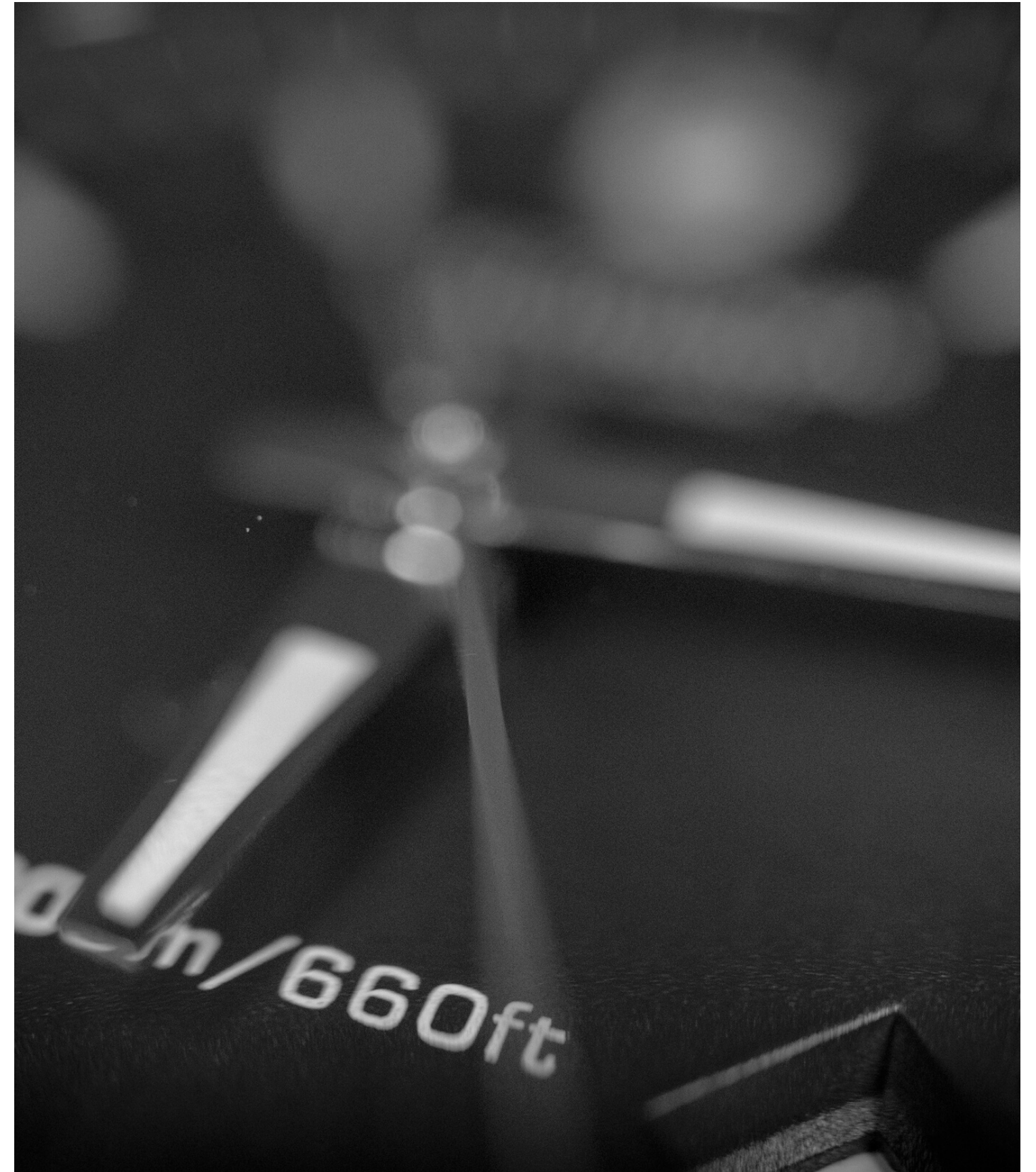


Value Proposition

Case 1

The Founder-CEO of a popular chain of QSRs was too busy to manage, leave alone expand, his operations.

His health and personal relationships were suffering, even as his high-performing, cash cow of a business was bottlenecked at his desk.





Solved

We helped create a robust and entrepreneurial second rung under him to free up a lot of his bandwidth. He now enjoys his new-found freedom playing golf twice a week with his son.



Case 2

A medium-sized pharmaceutical manufacturer had hit a ceiling on their business and had not grown in 8 quarters. They did not know what they were doing wrong since there were no complaints or large attritions.





Solved

We helped create an alternate strategy into nutraceuticals. The company turnover has grown more than 3x since.

Case 3

An association of cable operators from an old city, with millions of Rupees invested in cables found themselves staring at bankruptcy with the advent of mandatory DTH.





Solved

We helped connect them with local tech-enablers and co-created a public pre-paid WiFi solution that used their legacy OFC invested into by them earlier to generate revenue without incurring too much capital expense.

Scope & Engagement

Scope:

- Primary assistance in creating strategies, forming alliances, building simulations, projecting scenarios and training for them, predicting and measuring outcomes, and guiding the management in business-centric thinking.
- Secondary assistance in communication (internal+external), branding & positioning, pricing & bundling, and packaging & delivery.

Engagement Model:

- Hourly (Rs.25k/h x 4h/week max)
- Weekly (Rs.100k/d x 2d/week max)
- Monthly (Rs.500k/m x 3d/week max)
- Project-based (Ask us for a quote)

Communication Media:

- Teleconversations
- Video Conferencing
- Online Training Sessions
- In-Person Discussions

Contact

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