



INITIAL ADVISORY ENGAGEMENT - OVERVIEW

AI, Growth & Applied Innovation Advisory for SMEs

I help SME leaders identify growth opportunities, apply AI where it creates real value, and turn promising ideas into practical initiatives that can be implemented, adopted and scaled.

Growth & Market Development

Find stronger opportunities across proposition, customer journey, channels and partnerships.

AI Adoption & Automation

Identify valuable use cases and move from experiments to useful, governed workflows.

Applied Innovation

Turn promising product, process and technology opportunities into practical initiatives.

HOW WE START

Start with a free conversation.

A structured advisory engagement comes only afterwards, if there is a fit.

01

FREE FIRST STEP

Free 30-minute fit call

We talk through your situation and work out whether an advisory engagement makes sense at all. No cost, no commitment - and no obligation to continue.

[Book a free 30-minute fit call >](#)

02

ONLY IF THERE IS A FIT

Initial Advisory Engagement

A focused assessment to understand the strongest opportunities, constraints and priorities and turn them into a practical 90-day roadmap.

WHAT IT DOES

Clarifies what deserves priority, what should be tested first and which risks or constraints need to be managed before moving forward.

Outcome: a practical 90-day roadmap with clear priorities and next actions.

WHAT YOU GET

- Assessment workshop
- Opportunity, constraint & risk assessment
- Written 90-day roadmap
- Presentation & decision session

FIXED FEE CHF 3,000 Defined scope and deliverables. Any implementation support is scoped separately.

HOW THE ENGAGEMENT WORKS

1

Assess

Understand priorities, opportunities, constraints and risks.

2

Roadmap

Turn findings into a practical 90-day plan.

3

Review

Review decisions and define next steps.

Need help beyond the roadmap? Implementation support, project coordination, vendor evaluation, rollout and adoption can be scoped separately when useful.



WHY THIS PERSPECTIVE

A career built across business, technology and execution.

My background started close to software and digital platforms and expanded over time into project and product leadership, growth, operations, partner ecosystems and emerging technology. Today I bring those perspectives together in advisory work, combining strategic thinking with a practical understanding of implementation, adoption and business constraints.



What I bring

Three perspectives that shape how I approach advisory work.

Business + Technology

Connect business priorities with technical feasibility and implementation reality.

Strategy

Requirements

Platforms

Integration

Growth + Execution

Connect growth strategy with customer journeys, channels, partners and operations.

GTM

Customer Journey

Partners

Operations

Innovation + Adoption

Turn opportunities into solutions that people can actually implement and use.

Applied Innovation

AI Adoption

Enablement

Change

SPECIALIST PRACTICE

Bitcoin Business & Technology Advisory

For companies facing specific Bitcoin-related business and technology questions, including product, self-custody, adoption, education and operational implications.

Independent business and technology advisory.



Speaking at BTC Prague on the value of decentralization.

Need clarity on what to prioritize next?

A free 30-minute fit call is enough to understand whether working together makes sense and what the right first step could be.

[Book a free 30-minute fit call >](#)

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