

Selected Case Studies

Anonymised engagement summaries across investor, start-up, and SME practices.

Client names are withheld under confidentiality. Figures describe the engagement scope and outcomes as recorded at handover.

Case 01 · Investor Support

Nordic family office · venture mapping

Context

A family office needed a defensible view of an emerging category before committing to a seed position.

What we did

- Mapped 40+ ventures across the category into a four-axis maturity and defensibility grid.
- Ran commercial diligence interviews with prospective customers of three shortlisted ventures.
- Delivered an investment recommendation memo with stage-appropriate milestones and board asks.

Outcome

Outcome: investment committee reached a decision in one cycle instead of three; two ventures progressed to term sheet.

Case 02 · Start-up Support

B2B SaaS · seed stage · GTM and dataroom

Context

A seed-stage platform had strong product signal but no repeatable sales motion and an incomplete dataroom.

What we did

- Built segmentation and ICP definition from existing customer data; repriced into three tiers.
- Installed a weekly pipeline rhythm as fractional CRO across a two-person commercial team.
- Assembled investor-readiness dataroom: metrics pack, cohort analysis, contracts, and compliance

index.

Outcome

Outcome: qualified pipeline coverage moved from under 1x to 3x of target within one quarter; dataroom cleared investor diligence without follow-up requests.

Case 03 · SME Consulting

Swedish manufacturer · regional grant and digitisation

Context

An established SME wanted to fund a digitisation programme through regional grant instruments.

What we did

- Assessed processes and identified three areas with measurable digitisation return.
- Built the digitisation strategy and phased implementation roadmap.
- Prepared the turnkey grant application package aligned to regional funding criteria.

Outcome

Outcome: application submitted with a complete evidence base; digitisation roadmap adopted as the internal operating plan.

Case 04 · Product & Service Development

Regulated services provider · design sprints

Context

A provider needed to validate a new commercial offering against shifting regulatory demands.

What we did

- Facilitated three rapid design sprints with external expert management.
- Built a regulatory compliance roadmap alongside the service blueprint.
- Validated pricing and demand with target customers before build commitment.

Outcome

Outcome: one of two candidate offerings was retired before development spend; the surviving offering entered pilot with committed customers.