

The IDD Consulting Approach

How we work with founders, investors, and SMEs — method, engagement phases, and what to expect.

IDD Consulting pairs venture-grade strategy with operational rigour. We work in short, structured engagements that end with decisions and artefacts, not slideware.

1. Principles

- Decisions first. Every engagement is framed around the specific decision the client faces next.
- Evidence over opinion. Market, customer, and financial evidence is gathered before recommendations are written.
- Operator involvement. We work alongside the team in fractional roles, not from the outside.
- Leave-behinds. Each phase produces artefacts the client owns and can reuse without us.

2. Engagement phases

Phase 0 — Briefing (1 week)

A structured conversation to map the current position, the decision on the table, and the evidence gaps. Output: a one-page engagement brief with scope, timeline, and success criteria.

Phase 1 — Diagnostic (2–3 weeks)

Market and customer evidence gathering, commercial model review, competitor and channel mapping. Output: diagnostic pack with prioritised opportunities and risks.

Phase 2 — Strategy (3–4 weeks)

Positioning, segmentation, pricing, and go-to-market design. For investors, venture mapping and portfolio-level recommendations. Output: GTM strategy and 12-month operating plan.

Phase 3 — Execution support (ongoing)

Fractional CRO, CMO, or Chief of Staff support to run the plan: pipeline rhythm, hiring, dataroom build, or design sprints. Output: operating cadence and monthly performance review.

Phase 4 — Validation & handover

Testing commercial assumptions in market, regulatory compliance roadmap where relevant, and transfer of ownership to the internal team.

3. Service lines

Start-up Consulting

Founding-stage strategy, positioning, and go-to-market foundations for teams entering the market.

Investor Support

GTM, venture mapping, and fractional CRO/CMO advisory for family offices and venture capital organisations, covering start-up, seed, and scale-up recommendations.

Start-up Support

GTM strategy development, fractional CRO/CMO/CoS, investor-readiness dataroom content, MVP development, and rapid prototyping of digital platforms.

SME Consulting

Turnkey solutions matched to Swedish regional grant funding, internationalisation, digitisation strategy, and agile product and service design with validation.

4. What we ask of clients

- A named decision-maker available for a weekly 45-minute review.
- Access to commercial data: pipeline, pricing, churn, and unit economics where they exist.
- Willingness to test assumptions with real customers during the validation phase.

Start with a briefing

A short, structured conversation about where you are and where the next decision lies. andy@idodigital.tech