

First thing

One clear priority and a **90-day plan** — in 2 days.

For founders and CEOs of B2B scale-ups (25–80 people). Fixed price · No RFP · No 6-month consultancy.

Fixed price · Report in 5 days · No RFP · You sign

The problem

- **OKRs:** Checkbox — written once, never reviewed. Board asks for results; answer is vague.
- **Delivery:** Late or ad hoc. 'More agile' for a year but nothing stuck.
- **AI:** You want it where it saves or earns; don't know where to start.
- **Bottleneck:** You're the 'what we do first' bottleneck; no time to run it yourself.

The offer — Snapshot

A 2-day deep dive (calls + review of your materials) ' one clear priority and a 90-day plan in 5 working days. 4–6 page report.

Where you are today OKRs, delivery, AI readiness — your context.

3–5 prioritised initiatives Impact vs effort. What to do, in order.

One "do this first" Single highest-leverage next step.

Recommended next step e.g. 90-day program or retainer — or stop after the report.

How it works

- 1 You share context — 1–2 calls + materials (strategy, OKRs, roadmap, org).
- 2 I do the assessment — ~12–16h over 2 days. No generic deck; built from your company.
- 3 You get the report — Within 5 working days. One "do this first" and 3–5 priorities.
- 4 You choose — Use it internally, take to board, or continue with 90-day / retainer. Or stop.

Pricing

Snapshot (AI + OKR & delivery)

1,500 EUR (foundation) or 2,000 EUR (standard) — one-off

90-day program (one priority win)

8,000 / 10,000 EUR — optional after Snapshot

All prices ex VAT. Foundation = first 10 clients (testimonial in exchange). You sign; you get the report.

Risk reversal

- Satisfaction: If the report doesn't give 3 actionable priorities + one "do this first", I add a 1h follow-up call at no cost.
- Fixed scope: 4–6 page report, 5 days. No open-ended discovery. No long lock-in.

[Book a call — 15–20 min. Align on your situation and whether Snapshot fits.](#)

<https://calendly.com/exceed-sk/15-minutes>

No pitch · No obligation