

MyLQ Strategy Document

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Executive Summary

10+ COUNTRIES 100+ INDUSTRIES AND IMPACT CLIENT ENGAGEMENTS 10+ INDUSTRIES [OUTLINED BELOW] 100+ INDUSTRY AND IMPACT EVENTS								
Agriculture	Building Materials	Consumer Goods	Education	Electronics	Energy	Financial Services	Healthcare	Industrials
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The executive summary functions as the essential, high-leverage communication artifact designed to build understanding of the strategic imperatives that underpins the entire roadmap

The Gap and The Dual Engine Value	The world faces inefficiencies stemming from the reality that human capacity often struggles to keep pace with strategic velocity. Our unique solution is the dual engine architecture. This practical model smoothly integrates a high-volume, low-cost platform engine (featuring modules like MyAQ1, MyBQ, MyBQ1, MyCQ and MyCQ1) for scalable cognitive augmentation, with a high-margin consulting engine (MyResonance, MySmiles, MyLEAP and MyTorch). The combination ensures we capture value by embedding verified capacity data directly into client risk, governance and succession frameworks, guaranteeing that the value we create is both systemically durable and fully auditable. The core technology of the MyLQ platform gently and effectively targets the universal bottleneck of processing speed, consistently delivering truly exceptional, non-linear skill improvements – for example, 500% to 1500% speed gains in academic settings and a 35% reduction in analyst error rates in professional environments. Our primary competitive advantage lies in the data moat: every focused 30-minute session generates granular, high-fidelity data that continually strengthens our predictive algorithms, ensuring the platform's exceptional efficacy while providing the valuable insights that drive our high-margin services. The operational model is substantially de-risked and validated: we have confirmed its geographical resilience through consistent efficacy demonstrated across 20+ cities, towns, and villages, and we have successfully established consulting viability with the regional B2G replication blueprint, which provides an appealing, zero-risk entry strategy for large institutional contracts. This proven capacity, further validated by MyResonance's success in integrating augmentation data into client talent risk matrices. Our valuation rationale reflects this unique position, being justified not merely by simple user volume, but by the data utility premium derived from our proprietary dataset and the high multiplier applied to our scalable, high-margin B2B advisory revenue stream.												
	The core operation is done via a rigorous, self-correcting cycle comprised of three interlocking stages: Measurement and Validation (establishing empirical baselines), Governance and Action (translating data into strategic directives), and Integration and Refinement (optimizing the next cycle). This cycle is managed by a structured governance loop ensuring portfolio coherence. The Core Team Level focuses on architectural integrity and financial alignment by developing cross-product architecture and standardizing portfolio-wide impact metrics to ensure synergistic feature development across all six products and four services. This team uses the measure component to track product financials against impact metrics, providing the strategic portfolio board the Profit-to-Impact ratio to inform resource re-allocation. The Govern component drives strategic decisions through a yearly Cross-Functional Portfolio Review that assesses whether the cost and risk of low-impact products undermines high-impact services, thereby maximizing mission success. The Validate component supports this by deploying unified impact taxonomies, tagging all new work to the specific metric it is designed to move. Concurrently, the Junior Team Level focuses on standardization; they contribute to initiatives by managing standardized data access documentation, creating a single path for new partnerships that shields the core tech team from ad-hoc requests.												
	Next Steps	<table> <tr> <th>Next Steps</th><th>Key Strategic Objective</th><th>Impact on Valuation</th></tr> <tr> <td>Geography</td><td>Launch the B2G model across further high-priority territories</td><td>Volume and Data Acquisition Rapidly expand the proprietary dataset</td></tr> <tr> <td>B2B Client Acquisition</td><td>Secure X anchor enterprise clients for high-margin MyResonance / MySmiles / MyLEAP / MyTorch retainers by hiring advisory teams</td><td>Revenue Quality Boost high-margin B2B revenue and increase the valuation multiplier</td></tr> <tr> <td>Technology Finalization</td><td>Complete MyAQ1 / MyBQ / MyBQ1 / MyCQ / MyCQ1 development and integrate advanced tech into MyAQ for predictive modeling</td><td>Defensibility & Scalability Strengthen the data moat and technological lead</td></tr> </table>	Next Steps	Key Strategic Objective	Impact on Valuation	Geography	Launch the B2G model across further high-priority territories	Volume and Data Acquisition Rapidly expand the proprietary dataset	B2B Client Acquisition	Secure X anchor enterprise clients for high-margin MyResonance / MySmiles / MyLEAP / MyTorch retainers by hiring advisory teams	Revenue Quality Boost high-margin B2B revenue and increase the valuation multiplier	Technology Finalization	Complete MyAQ1 / MyBQ / MyBQ1 / MyCQ / MyCQ1 development and integrate advanced tech into MyAQ for predictive modeling
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Context

Background | Base of Value Creation Architecture

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The current operational context demands a rapid and definitive response that transcends incremental adjustment and focuses instead on systemic re-engineering

Foundational Philosophy	The decline in student proficiency represents a fundamental challenge to educational systems worldwide, a teaching and structural issue that transcends economic or geographic boundaries. This global concern stems from the curriculum’s tendency to advance regardless of the student's preparedness. This crisis is primarily caused by an instructional mismatch: where teaching methods are strictly tied to a student's age or school year level, rather than their actual knowledge level. This practice inadvertently creates a devastating and continuous compounding knowledge gap. When students lack the basic prerequisites, they cannot access subsequent learning. For instance, if a student cannot perform basic quantitative thinking (like simple subtraction), their path to higher mathematics or advanced science is hindered. Similarly, a lack of understanding of reading material severely limits content absorption in subjects like history or literature. The knowledge gap is rooted in the structure's failure to ensure mastery of core basic reading and numeracy skills before introducing advanced concepts. This structural flaw guides students into a cycle of non-learning. The seriousness of this issue is confirmed by major international assessments. Steep, unprecedented drops in assessment scores across developed, high-resource nations confirm that high public spending and universal enrollment alone are not enough. The crisis is fundamentally about what students actually learn, not just access. This failure to secure foundational skills early on results in a lessened ability to develop critical analysis and complex problem-solving abilities later in life.
Origin	MyLQ's journey began not in the typical boardroom of a consulting firm, but on the frontline of an educational campaign dedicated to enhancing basic cognitive skills. Founders Dr. Thomas Joseph and Emy Ottaplackal Thomas quickly identified a critical gap: regardless of high-level academic or professional attainment, individuals frequently struggled significantly with fundamental arithmetic operations—addition, subtraction, multiplication, and division. This insight crystallized MyLQ's core premise: the Idea of Speed as a Social Equalizer. They posited that the ability to work quickly and accurately is a foundational, trainable skill capable of offsetting systemic privilege in education. For them, cultivating this speed was vital, not just for personal advancement, but for achieving superior performance in competitive exams and demanding professional tasks. This vision culminated in the development of their flagship product, MyAQ (My Arithmetic Quotient), a specialized platform and training program explicitly designed to multiply an individual's arithmetic speed and accuracy. Initial pilot results dramatically validated this approach, showing significant gains, with some individuals achieving a remarkable 500% to 1500% increase in speed.
Integrated Value Proposition	MyLQ's platform is designed to take your most complex organizational challenges and build them into clear opportunities for measurable, positive growth. By ensuring investments in capability, employee engagement, and cultural cohesion translate directly into strategic clarity, market readiness, and sustainable growth, MyLQ maximizes your ROI. MyResonance — Capability and Performance What We Enable: Capability diagnostics Learning journeys Reasoning labs, operational discipline and performance improvement coaching Outcomes: Stronger individual and team capability Better decision-quality and reasoning depth Increased operational consistency Sustained performance uplift MySmiles — Engagement and Culture What We Shape: Engagement mapping Cohesion-building interventions Culture playbooks Outcomes: Higher engagement levels Stronger team cohesion and trust Cultural anchors that guide everyday behavior Improved retention and organizational sentiment MyLEAP — ESG, Sustainability and Geopolitical Architecture What We Operationalize: ESG strategy development Compliance and regulatory mapping Data frameworks for external reporting Nature integration Operational redesign for sustainability goals Outcomes: Maximized ESG and sustainability returns Regulatory alignment and reduced compliance risk Trusted, transparent external reporting Consistent enterprise-wide engagement on ESG commitments Measurable improvement tied to external goals MyTorch — Institutional Architecture What We Deliver: Strategy maps HR and governance policy design Supervisory models Institutional standards Capability frameworks Outcomes: Sharper institutional clarity and alignment Stronger governance and decision pathways Consistent supervisory practice and role discipline Scalable systems, standards, and talent frameworks Resilient and future-ready institution

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Anchored by our organizational vision, mission, and values—each articulates our aspiration to become the sector’s leading innovator and trusted partner - recognizing that achieving this future state requires building the current operating model

Vision

At MyLQ, we focus on creating impact that truly matters—because meaningful change is everyone’s responsibility. Our vision is to teach 25,000 students and assess 250,000 learners across six platforms by the end of this financial year, with a long-term goal of extending our impact beyond industry engagements to supporting lasting policy implementation across geographies and sectors.

Mission

We believe complex, long-standing problems demand fresh thinking and human-centered solutions, enabling us to deliver scalable, inclusive, and measurable impact across sectors and geographies. We strive to create people centric, outcome focused, and impact driven solutions, operating at the intersection of knowledge, practice, technology, and data to co-create inclusive, sustainable models of change

Values

Guided by our values—hard work, humility, and originality—we strive to create people centric, outcome focused, and impact driven solutions, operating at the intersection of knowledge, practice, technology, and data to co-create inclusive, sustainable models of change

We act in the best interests of those we serve: Grounded in our purpose, mission, and values, we build trust through ethical decision-making and accountability. Our Code defines expected behaviors, guides responsible choices, and ensures everyone upholds the highest standards of professionalism and integrity in every situation || **Impact lies at the heart of what we do:** Impact lies at the heart of every partnership we build. We choose clients and engagements carefully to ensure our work delivers meaningful, positive outcomes for society and the environment. We protect confidentiality, safeguard data, use technology responsibly, and avoid conflicts of interest—upholding the highest ethical and professional standards in everything we do || **We respect people and communities:** As SDG activists at heart, we respect people, communities, and the planet. Our foundation as educators has shaped us into the meritocracy we are today — one that values fairness, empathy, and impact. We maintain an inclusive, respectful, and caring workplace, free from harassment, discrimination, and unsafe practices || **Diversity and inclusion stand at the core of all we do:** At MyLQ, diversity, inclusion, and responsible client service are central to how we work. We rigorously assess every engagement for ethical, legal, and societal impact. We only do pro-bono work for public-sector clients, political parties, advocacy groups and lobbying.

Present Model

**Strategic Oversight | Performance Governance and Compliance Oversight | Ecosystem Design and Platform Economics |
Feedback Loops and Systemic Integration**

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The immediate priority mandates the implementation of rigorous and continuous strategic oversight, governing function tasked with maintaining alignment and making real-time resource allocation decisions

Theory of Change used to Build the Data Governance Structure

The Theory of Change (ToC) is the essential strategic precursor to data and performance governance. It articulates the causal pathway from routine activities to long-term impact, clarifying not only which outcomes matter but also the logic behind their evolution, sequencing and enabling assumptions. By making these dependencies explicit, the ToC creates a shared understanding of purpose, direction, and value creation across all stakeholders. Governance then operationalizes this strategic pathway. It converts the ToC into measurable KPIs, performance expectations, accountability structures, and risk-management protocols that ensure assumptions are continuously tested rather than implicitly accepted. Without a clearly defined ToC, governance risks tracking activity instead of progress, and data systems may default to what is convenient to measure rather than what is strategically meaningful. The MyLQ work embodies an integrated ToC. It posits that enduring organizational excellence emerges from simultaneously building individual capability and channeling it into strategic, human-centric, future-focused action. Through **MyResonance**, employees develop deep competency and leadership strength, forming a measurable culture of learning. **MySmiles** translates this capability into optimized structures, processes, and workforce experiences. **MyLEAP** directs this optimized performance toward sustainability-aligned, geopolitically informed strategy and resilient investment choices. **MyTorch** anchors these efforts in a shared long-term vision and policy framework, ensuring coherence and institutional commitment. When the four pillars operate in sequence, the organization becomes a resilient, high-performing, future-ready enterprise capable of shaping its broader ecosystem. The underlying MyAQ / MyAQ1, MyBQ / MyBQ1 and MyCQ / MyCQ1 technology stack captures essential data on student upskilling and capability building. Data Governance can translate the ToC's strategic requirements into operational rules — ensuring that skill and mastery scores faithfully represent MyResonance capability. Governance also establishes clear accountability for data quality and sets standards for the learning pathways.

Data Governance | Student Perspective

These guidelines explain how the different MyLQ platforms and teams work together behind the scenes to give students a smooth, reliable, and consistent experience. As the MyLQ ecosystem grows, these principles help ensure that your learning progress, activities, and insights remain accurate, connected, and meaningful. **How The Core Team Supports You** | Core Team brings together information from all the MyLQ platforms you use, helping ensure your progress, achievements, and development activities stay aligned and easy to understand across tools. **How Platforms Work Together** | Each MyLQ platform is developed independently but follows shared guidelines so your experience feels connected, not fragmented. Platform developers and data contributors use a common Data Interface Contract that defines how information should be structured and updated. This ensures that your progress, scores, recommendations, and learning paths are based on consistent, reliable data. **Shared Language and Clarity** | A unified MyLQ glossary ensures that metrics and capability scores carry the same meaning across platforms, supporting clarity and comparability. **Data Flow and Quality** | Information between platforms is routed through Head Office, which performs routine checks and notifies platform teams if something needs clarification. This helps maintain data quality and ensures your learning journey reflects accurate, up-to-date information. **Platform Responsibilities** | Each platform manages its own data submissions and addresses issues flagged by Head Office. This shared responsibility keeps your experience seamless and dependable. **Security and Trust** | Head Office works with audit, governance, and legal functions to ensure platforms follow strong security and compliance practices. These reviews protect your information and uphold the integrity of assessments and insights. **Continuous Improvement** | If a platform's data requires adjustment, Head Office may temporarily pause updates while issues are resolved. These steps are transparent and collaborative, with the goal of restoring normal operations quickly and keeping the student experience consistent. **Shared Commitment** | By participating in the MyLQ ecosystem, all platforms and teams align to a common framework that supports clarity, quality, and responsible growth. For students, this means your capability development journey is supported by a stable, trustworthy, and future-ready system.

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This oversight is intrinsically linked to strengthened data governance and compliance oversight, ensuring that data usage policies globally adhere to the highest standards of integrity and compliance

Data Governance Primary Code of Conduct	The Primary Code of Conduct outlines the principles, behaviors, and responsibilities expected of the primary team supporting the MyLQ ecosystem. It is intended to promote clarity, trust, and effective collaboration across platforms, developers, contributors and partnering functions as the ecosystem grows. Stewardship and Integrity The primary teams act as responsible stewards of MyLQ data, processes and shared frameworks. Decisions are made with care, transparency and respect for organizational values, keeping the long-term health and consistency of the ecosystem in mind. Collaboration and Support The office works in partnership with platforms, developers, and contributors to help ensure smooth data flows and coherent system interactions. Collaboration is based on clarity and mutual support rather than control or directive enforcement. Transparency and Accountability The office applies transparent processes and communicates any checks, pauses or reviews openly and constructively. Teams commit to explain the rationale behind decisions affecting data flows or platform interactions, document key processes, decisions, and definitions to support shared understanding and take responsibility for errors, oversights, or delays and work collaboratively to resolve them. Respect for Privacy and Compliance The office supports responsible data handling and alignment with legal and regulatory expectations. Teams commit to apply appropriate controls and safeguards when working with data, engage legal, audit, and other governance functions where needed as well as promote ethical use of insights and uphold confidentiality across all activities. Consistency and Framework Alignment The primary team maintains the core structures, definitions, and methodologies that ensures integrity of MyLQ. Teams commit to maintain shared standards, data definitions, and terminology, support alignment while respecting platform autonomy and operational independence and periodically review and refine processes to reflect emerging needs and best practices. Constructive Issue Management When alignment questions or data concerns emerge, the office approaches them collaboratively, aiming for clarity and resolution. Teams commit to raise concerns early and clearly, offering context and possible pathways, work with platform teams.
Data Governance Developer and Contributor Perspective	These guidelines outline how MyLQ platform developers, data contributors, and partnering functions coordinate to maintain responsible data use, consistent experiences, and alignment with organizational and regulatory expectations. They establish a clear, scalable framework designed to reduce integration complexity and support smooth interaction. Developers and contributors are expected to maintain reliable data pipelines, follow agreed update schedules, and address any issues raised through Head Office’s coordination processes. Security, Access, and Compliance Security practices, access controls, and compliance oversight are coordinated with Head Office to ensure alignment with evolving requirements. Reviews may focus on data flows, permissions, or components relevant to MyLQ’s operational integrity. These activities are supportive in nature, emphasizing readiness and continuous improvement. Reviews and Alignment Checks Audit, legal, or governance teams may periodically review selected elements of platform logic, methodologies, or data handling practices. These are collaborative engagements designed to reinforce consistency and ensure that the broader MyLQ model remains dependable as the ecosystem grows. Operational Continuity If alignment questions arise, core team may temporarily pause ingestion from a platform until the underlying items are resolved. Such steps are taken transparently and with direct engagement of platform teams, with the shared goal of restoring normal operation quickly and with minimal disruption. coordination point for receiving, validating, and standardizing data flowing from participating platforms. This ensures that records across the MyLQ ecosystem remain coherent and compatible, regardless of the underlying technical stacks or local operating models. Data Interface Expectations Platform teams are encouraged to work with the approved Data Interface Contract, which specifies required data structures, formats, and submission expectations. Teams can review the contract with Data Governance whenever introducing new data types evolve. Role of the Core Team The core team functions as the central existing feed, or planning a platform enhancement that affects downstream use. Shared Terminology and Definitions A centrally maintained glossary supports consistent definitions of MyLQ metrics, fields, and constructs. Developers and data contributors are encouraged to reference this during design and implementation to ensure alignment across reporting, analytics, and platform-to-platform interactions. Data Coordination and Routing Inter-platform data exchange is generally routed through core team to promote traceability and avoid fragmentation. Standard checks help identify items that need clarification, and platform teams receive timely notifications so they can resolve issues efficiently.

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The robust foundation enables the ambitious ecosystem design and platform economics

Foundational Principles: Illustrative Terms of Service Outline

This proposal outlines the terms under which MyLQ Pvt. Ltd.’s team will provide professional services to _____. It sets out the scope of work, key deliverables, responsibilities of both parties, and the commercial and legal terms governing the engagement. The proposal is valid for 30 days from the date of issue. After this period, the Consultant may revise pricing, timelines, or assumptions based on updated requirements or resource availability. All professional fees are exclusive of applicable taxes. Invoices will be issued according to the agreed payment schedule, and payments are due within 15 days of the invoice date. Delayed payments may attract interest at 1.5% per month or the maximum permissible rate. Out-of-pocket expenses – including travel, accommodation, and paid data access – will be billed at actuals, with prior approval required for any single expense above ₹____. Any material change in the scope, deliverables, or timelines will require written confirmation from both parties. Work that goes beyond the agreed scope will be billed separately on a time-and-materials basis, using the approved day rates shared with the Client. Both parties agree to maintain strict confidentiality for all business, financial, technical, or proprietary information exchanged during the engagement. Confidential information may not be disclosed to third parties without prior written consent, unless required by law or regulatory authorities. These confidentiality obligations will remain in effect for two years after the engagement concludes. All deliverables created specifically for the Client as part of this engagement will become the Client’s property once full payment is received. The Consultant retains ownership of all pre-existing intellectual property, templates, tools, and methodologies used in delivering the services. The Consultant may use non-confidential, de-identified learnings and project insights for future work, capability building, or internal research. The Consultant will perform its services with due skill, care, and professional judgment and will provide objective, unbiased recommendations. However, the Consultant is not responsible for business decisions made by the Client or for any outcomes that arise from implementation activities undertaken by the Client’s teams or partners. The Client agrees to provide timely access to relevant data, stakeholders, systems, and feedback required to deliver the engagement effectively. The Consultant’s total liability under this engagement is capped at the total professional fees paid by the Client. Under no circumstances will the Consultant be liable for indirect, special, or consequential damages, including loss of revenue, profit, or anticipated savings. Either party may terminate the engagement with 14 days’ written notice if the other party materially breaches its obligations and fails to remedy the breach within 7 days of receiving written notice. In the event of termination, the Client will pay for all approved work completed up to the termination date, along with any authorized expenses incurred. Neither party will be held responsible for delays or non-performance arising from circumstances beyond reasonable control, including natural disasters, pandemics, regulatory changes, or labor disruptions, provided reasonable efforts are made to minimize the impact and resume services as soon as practicable. This engagement will be governed by the laws of the province. Both parties agree to act in good faith and attempt to resolve disagreements amicably before initiating formal legal proceedings. Once accepted, this proposal constitutes the entire agreement between MyLQ Pvt. Ltd. and the Client and supersedes all prior discussions, representations, or understandings – whether written or verbal. You are also welcome to explore our impact arm, which houses several high-priority education initiatives. For your review, we have outlined below the key specifications of our flagship arithmetic platform.

For [The Client]:
Name: _____
Title: _____
Signature: _____
Date: _____

For [Your Company]:
Name: _____
Title: _____
Signature: _____
Date: _____

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The venture focuses on architecting a single, scalable cloud platform to host all future business activities at minimal marginal cost. Success depends entirely on establishing feedback loops and systemic integration for instantaneous optimization via predictive analytics

The Core Team, as the platform owner and orchestrator of all six products and four services, must conduct a rapid transition to high-control to hit the 25k student / 250k learner goals by March while strictly upholding the 1:10 cross-subsidization ratio. This requires implementing two immediate, integrated controls: Mandatory Resource Control, where the Core Team instantly reallocates staff and support away from any Product Team showing low validated social impact per unit of effort, which is enforced by measuring the efficiency of mission impact to ensure resources flow only to high-yield initiatives. Concurrently, systemic integrity is maintained by rigorously monitoring platform stability for equal service quality across user segments, using operational controls to trigger instant intervention upon any performance drop. Product Teams are strictly mandated to use shared mission tools to maximize efficiency and velocity. This controlled environment ensures Junior Teams can effectively facilitate outreach, while the Core Team retains full oversight, preparing impact data for executive review.

Loop Stage	Core Team Action / Process	Input & Trigger	Systemic Integration & Output
Measure and Validate	Core team calculates the Impact-per-Effort Ratio and simultaneously tracks platform stability for equal service quality across user segments.	Data from Product Teams + Data from Junior Teams + Trigger: Low Impact-per-Effort Ratio OR performance drop/equity failure.	The Core Team obtains the validated signal required to justify resource decisions and prioritize technical fixes.
Govern and Act	Core team implements dual action: 1) Reallocates staff and support from low-impact teams. 2) Intervenes in operational issues	The Impact-per-Effort Ratio and the Performance Drop provide the triggers for executive action.	Resources are automatically shifted to high-impact initiatives, making the system self-correcting and mission-aligned.
Integrate and Refine	Core team rejects Product Team plans that duplicate shared tools and synthesizes Junior Team feedback (on content localization) into tool improvement.	Product Team feature proposals + Feedback from Junior Teams	Ensures the core architecture is continuously optimized for Junior Team success in the field, maximizing Content Velocity and reinforcing the mandate.

Economic Value & Efficiency | Did using the platform feature or client significantly reduce your project's required labor (FTE hours)? Did the platform feature accelerate your time-to-delivery? How likely are you to demand this specific shared feature be used again in future projects? | **Systemic Quality** | Did the feature meet your expectations for stability and reliability? **Feedback for Refinement** | Which platform feature should the Core Team simplify or retire to improve overall ecosystem efficiency?

High Defensibility Strategy | The education arm is not a product; it is a vertically integrated, proprietary data utility that the company has no intention of selling because it is the unreplicable input to the high-margin governance service. This makes the valuation logic fundamentally sound, as the company owns both the supply (data) and the distribution (consulting arms). The unit economics is refined basis the understanding that the student base is a captive data asset and its cost is strategic operating expense not a CAC meant to yield ARR from the student itself.

Offerings

Tools | MyAQ | MyAQ1 | MyBQ | MyBQ1 | MyCQ | MyCQ1
Services | MyResonance | MySmiles | MyLEAP | MyTorch

We are trusted for our commitment to understanding client needs and translating them into tailored, scalable solutions

Offerings and Engagements	Flagship Social Development Product (MyAQ) and 5+ Other Products MyAQ1 MyBQ MyBQ1 MyCQ MyCQ1 [Classes in Progress Platform Under Development]	4+ Services MyResonance MySmiles MyLEAP MyTorch	India-based Operations with a Footprint across 5+ Countries	100+ Industry and Impact Client Engagements across 10+ Industries	100+ Industry and Impact Client Events
Team Profiles* *Actual team might differ	Lead, Sustainability Wing Impact across governments, research institutions and MNC's in APAC, EMEA and Americas. Drives impact in industries, including but not limited to, agriculture, education and healthcare. Tier 1 educational and work experience pedigree			Lead, Competency Development Wing 35+ years of award-winning global track record across industry, politics, academia, and sports. Specialized in strategy formulation, execution, and performance management, with exceptional success building and scaling ventures across APAC, EMEA, and North Americas.	
Past Projects	Institutional Capacity Building Multiple MNC's and Govts.	Education / Community Finance Knowledge Asset Development	Institutional Capacity Building Multiple MNC's and Govts.	Education / Community Finance Knowledge Asset Development	
	Rural / Urban Healthcare Strategies Governments and MNC's	Policy Implementation Multiple MNC's and Governments	Rural / Urban Healthcare Strategies Governments and MNC's	Policy Implementation Multiple MNC's and Governments	
Results of Flagship Competency Development Platform MyAQ	Targeted population segment aged 5 through 60, establishing baseline performance where initial speeds for a set of 10 questions ranged from 15 seconds to 30 minutes.	Sessions conducted entirely in low-tech environments defined by constraints including sub-10 Mbps internet speeds, 1 device per 10 participants, and operational instability due to frequent power outages (4+ hours / day)	Reported 500% to 1500% speed gains, with 70% of improvement coming from confidence, practice and mentoring		Continued to hourly sessions for high-stakes exam preparation across a diverse range of areas, including LSS, USS, NTSE, JEE, NEET, CLAT, CPT, IPM, CAT, UPSC, CSAT, Bank PO, SSB, and SSC
	20+ Cities, Towns and Villages	10000+ Full Time Students	Large Scale City Pilot Deployments (15+ Schools)	300000+ Platform Trials Above and Beyond Full-Time Students	10+ National and Regional Press Coverages

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Offerings || Tools and Services | Our team operates in industries through 6 core tools - MyAQ | MyAQ1 | MyBQ | MyBQ1 | MyCQ | MyCQ1 and 4 core offerings – MyResonance | MySmiles | MyLEAP | MyTorch

Opportunity Area	Strategic Imperative
MyAQ	MyAQ (Arithmetic Quotient) is one such proof point. What began as simple arithmetic lessons became our flagship platform to build accuracy, speed, and confidence through 8 hours of training and 42 days of structured practice across key Class I–VIII concepts. In its September 2, 2022 pilot, learners aged 6 to 60 achieved 500%–1500% speed gains, with most improvement driven by practice.
MyAQ1	MyAQ1 (Analytical Quotient) is a platform under development that enhances analytical thinking and structured problem-solving among students. It draws on real-world scenarios and progressively complex exercises to help learners improve logical reasoning, decision-making speed, and data interpretation skills.
MyBQ	MyBQ (Biology Quotient) is a platform under development that enhances conceptual understanding and analytical reasoning in biology. It uses structured MCQs and topic-wise practice modules to help learners test comprehension and application simultaneously. The platform spans core themes—from cell structure and physiology to biodiversity, plant systems, and genetics—allowing users to build subject mastery.
MyBQ1	MyBQ1 (Brilliance Quotient) is a game-based reasoning platform that builds logic, sequencing, and pattern recognition through progressively challenging cognitive tasks. Early trials show high engagement and measurable gains in analytical ability.
MyCQ	MyCQ (Comprehension Quotient) is a comprehensive platform under development designed to strengthen reading comprehension, interpretation, and synthesis through structured, interactive exercises.
MyCQ1	MyCQ1 (Confidence Quotient) strengthens confidence, decision-making, and presence through guided challenges and real-world simulations that mirror authentic performance situations. Each module introduces progressively complex tasks that build composure, assertiveness, and emotional regulation

Opportunity Area	Strategic Imperative
MyResonance	Sales teams today rely on digital tools for deeper customer insights, but rising operational complexity demands smarter ways of working. By offloading routine tasks to assistants and coordinators, sales reps can focus on growth — yet targeted upskilling remains vital for peak performance. Our competency development platform builds speed, accuracy, and decision-making, strengthening supervisors and teams to deliver measurable productivity gains. A pilot program with 40–50 employees uses gamified learning to sharpen reasoning and analytical skills.
MySmiles	Structured engagement delivers measurable results within months. It connects engagement directly to balanced scorecard outcomes — stronger financials, higher customer satisfaction, sharper processes, and faster learning. Operational Excellence: Embeds engagement into enterprise systems to boost productivity and collaboration. Governance: Strengthens accountability with milestone tracking and executive-ready insights. HR: Scales personalized engagement to build motivation and belonging. Marketing: Extends our purpose-driven linking employee and customer success.
MyLEAP	Investment Strategy: We help funds define impact-driven theses, identify high-potential ESG opportunities, and embed sustainability through rigorous due diligence. A key gap remains in accountability—how asset owners, managers, and markets track and report progress. Performance and Mitigation Strategy: SDG efforts often protect value but lack clear roadmaps to cut ESG impacts across tier-n supply chains. We enable large-scale transformation with scalable models to turn intent into measurable results. Analytics and Reporting Strategy: Most organizations measure emissions but struggle to quantify nature impacts or track progress across deep supply chains. We help establish data-backed mechanisms for measurement.
MyTorch	Even though the platform began as a mechanism to scale visioning and sustainability initiatives, analyze organizational design and SME operating models. It has since evolved to embed resource development systems that shape forward-looking policies and drive sustainable growth. MyTorch’s core strength is its visioning and policy development wing. True strategic alignment goes beyond mission statements or talent tools—it connects strengths-based initiatives directly to organizational purpose with the customer at the center. By standardizing policies across geographies and functions. Forward-looking, organizations create cohesive experiences, strengthen skills, and amplify human potential at scale. Together, visioning and policy development deliver a powerful framework.

10+ COUNTRIES 100+ INDUSTRIES AND IMPACT CLIENT ENGAGEMENTS 10+ INDUSTRIES [OUTLINED BELOW] 100+ INDUSTRY AND IMPACT EVENTS								
Agriculture	Building Materials	Consumer Goods	Education	Electronics	Energy	Financial Services	Healthcare	Industrials
Media	Private Capital	Telecommunications	Social Sector					

Offerings || Tools | Our team operates across industries through 6 core tools — MyAQ | MyAQ1 | MyBQ | MyBQ1 | MyCQ | MyCQ1. Our core product MyAQ operates as follows.

MyAQ | Core Product Scope

The product scope of the MyAQ platform is wholly defined by the features and functionalities required to conduct standardized, high-fidelity cognitive assessments and establish a quantitative baseline for human capacity. At its core is the assessment engine, which serves as the primary function providing the critical mechanism for assessing fundamental cognitive skills. To ensure validity and reliability across diverse user bases, the platform includes a standardized testing environment that provides a secure and consistent interface for administering scientifically validated cognitive assessments across large institutional populations. The functional scope also encompasses dedicated capacity modules, which represent the specific feature sets required for the initial cognitive capacity assessments mentioned in the strategic plan. Underpinning the entire process is raw data capture, where the system is meticulously designed to capture granular performance data points, including crucial details like response times, accuracy rates.

Cognitive Metrics Benchmarkks

The MyAQ platform serves as the proprietary analytical engine that builds raw assessment data into actionable cognitive intelligence, central to enterprise strategy and solidifying the platform's value. MyAQ's sophisticated algorithms automatically calculate and report scores for key cognitive dimensions, moving beyond simple grading to establish a quantifiable baseline of an individual's aptitude and potential, with these metrics continually validated against observed workplace performance to ensure their predictive validity. The platform then transforms individual scores into strategic group intelligence by enabling both external benchmarking against the MyLQ standard and crucial internal organizational benchmarking across departments and roles; this function directly facilitates cognitive gap analysis, quantifying the difference between current capacity and the capacity required for future strategic goals. The final output is a synthesized intelligence report: a comprehensive, profile illustrating a holistic map of an individual's cognitive landscape, which is explicitly designed to be leveraged by downstream consulting modules, serving as the data foundation for talent acquisition, development, and strategic workforce planning, thereby acting as the bridge between raw data and C-suite governance strategy.

Data Integration

The MyAQ platform serves as the crucial data ingestion and normalization layer for the broader ecosystem, ensuring that raw assessment results are transformed into reliable, enterprise-ready data. This function is enabled by the data API and connectors, which facilitate the seamless integration of assessment results with client-side Human Resources Information Systems (HRIS) and Learning Management Systems (LMS). To guarantee data quality, the platform includes robust data validation and integrity features for automatically flagging and excluding compromised or invalid test results, thereby ensuring the high fidelity of the proprietary dataset. Furthermore, normalization is performed to standardize and harmonize data collected from diverse sources and user segments, ensuring the consistency and algorithmic precision required by the entire platform. The scope also encompasses the necessary administrative tools for large-scale deployment and management, including user provisioning tools for bulk enrollment, test scheduling, and general user management for institutional clients. Administrators benefit from customizable test parameters, allowing them to select and configure different assessment batteries based on specific client needs or job role requirements. Ultimately, the high-quality, normalized data generated by MyAQ's core scope is then utilized by the advanced modules (like MyBQ and MyCQ) for sophisticated predictive modeling, targeted development planning and strategic governance.



Offerings || Services | Our team operates across industries through two core competencies – Sustainability and Competency Development – each supported by multiple specialized sub-capabilities.

Sales teams today rely on digital tools for deeper customer insights, but rising operational complexity demands smarter ways of working. By offloading routine tasks to assistants and coordinators, sales reps can focus on growth – yet targeted upskilling remains vital for peak performance. Our competency development platform builds speed, accuracy, and decision-making, strengthening supervisors and teams to deliver measurable productivity gains. A pilot program with 40 – 50 employees uses gamified learning to sharpen reasoning and analytical skills. Real-time data guides leadership insights, driving scale and impact.

MySmiles | People and Organization Performance

MyLEAP | Sustainability Strategy

MyTorch: Visioning and Policy Development

MyResonance | Client and Internal Success Stories for Competency Development Strategies

Skill Development Strategies | Governments / Private Institutions

Our suite of platforms empowers learners of all ages and disciplines to master essential skills through structured practice, adaptive challenges, and real-world application. Our flagship skill development program builds speed, confidence, and problem-solving ability. In addition, a second platform under development cultivates advanced analytical thinking, a third will focus on conceptual mastery in biology, a fourth sharpens analytical acuity through complex, context-driven problems, a fifth enhances comprehension, and a sixth boosts confidence.

Ed-Tech Venture Scaling Strategies | Governments and Multiple MNC's

Our founders have built metric-driven platforms across emerging markets, from early adaptive learning systems to advanced arithmetic modules. A core lesson from our early ed-tech work: platforms must validate key learning indicators before scaling. Systems that expand too quickly face engagement drop-off and rising development costs. Enduring value comes from platforms designed for continuous optimization, not static models that quickly age into legacy systems. Building platforms in-house strengthens technical ownership.

Policy Metric Development | Government and Multiple MNC's

Our founders have created end-to-end productivity metrics for several firms — built from first principles and grounded in field reality. Commercial and sustainability performance often falter because ground-level metrics are missing. Blending field insight with data-driven analysis produces measurement systems that reflect true conditions and enable continuous improvement. Many organizations still rely on legacy systems that slow innovation.

10+ COUNTRIES 100+ INDUSTRY AND IMPACT CLIENT ENGAGEMENTS 10+ INDUSTRIES 100+ Industry and Impact Events								
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Offerings || Services | Our team operates across industries through two core competencies – Sustainability and Competency Development – Our work spans government bodies at all levels, as well as leading research institutions and private enterprises across APAC, EMEA, and North Americas.

MyResonance | Competency Development

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Structured engagement delivers measurable results within months. It connects engagement directly to balanced scorecard outcomes—stronger financials, higher customer satisfaction, sharper processes, and faster learning. **Operational Excellence:** Embeds engagement into enterprise systems to boost productivity and collaboration. **Governance:** Strengthens accountability with milestone tracking and executive-ready insights. **HR:** Scales personalized engagement to build motivation and belonging. **Marketing:** Extends our purpose-driven design through the universal symbol of “smiles,” linking employee and customer success. With MySmiles, engagement is measured as rigorously as financial KPIs.

MyLEAP | Sustainability Strategy

MyTorch: Visioning and Policy Development

MySmiles | Client and Internal Success Stories for People and Organization Performance Strategies

Corporate Participation Strategies | Public and Private Institutions

Our pro bono work strengthening corporate participation in academia helps organizations understand emerging talent needs and the capabilities required for future growth. Our work in recruiting early talent shows that many companies still overvalue sector-specific expertise, even though foundational skills and structured onboarding deliver stronger outcomes across APAC. Because education systems often stress theory over applied learning, closer collaboration between academia and industry is essential.

Institutional Governance Strategies | Advocacy Groups and MNCs

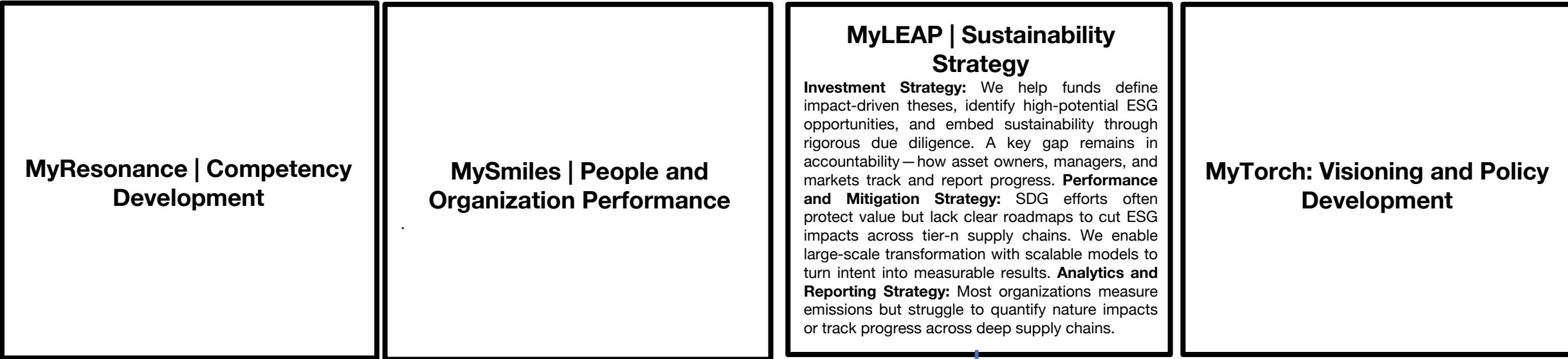
Our team specializes in institutional governance strategies, helping organizations build strategic frameworks and scale strong institutional structures. When a leading Indian management school was launched, we supported the design of its core processes – faculty hiring, curriculum, admissions and operations – showing how clear frameworks enable consistent execution and effective scaling. Across engagements, we see that organizations with defined vision, strategy and governance make better decisions, coordinate more effectively and sustain performance.

Inclusion Strategies | Government and Multiple MNC's

Leaders often view inclusion through hiring and engagement, yet true commitment shows when principles hold under pressure – as seen in a institutions that continued large-scale diversity hiring even during global financial crisis. The real challenge is not designing engaging modules but embedding inclusion into everyday decisions, systems, and behaviors so it becomes an enduring cultural force. We have helped organizations move forward by renewing existing practices, creating space for innovation, and strengthening present-day execution.

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MyTorch | Client and Internal Success Stories for Visioning and Policy Development

Electoral Heuristics Strategies | Governments and Advocacy Groups

Elections in developing markets drive constantly evolving systems and processes. Our founder, alongside our lead advisor and team, partners with political parties across the spectrum and works with organizations to refine campaigns on underrepresented issues. Many critical topics struggle to gain public attention, so we provide strategic guidance, targeted outreach, and expert insights to ensure measurable impact. Despite partnerships with mainstream media, systemic challenges and competing narratives often limit coverage, making sustained engagement essential. By combining insight, collaboration, and execution, we create frameworks that deliver lasting, measurable impact.

Policy Implementation Strategies | Governments / Private Institutions

We partner with grassroots changemakers to help them scale their initiatives, amplify their impact, and translate local solutions into broader, systemic change, driven by the knowledge that meaningful change expands far beyond its origin when innovation, community insight, and patient capital align. This belief – that sustainable innovation often begins with simple, human-centered ideas – continually inspires our founder and team; consequently, our past and current initiatives include crucial resources such as pro bono supply and demand aggregation food platforms, focused rural research programs and scalable development platforms designed for a variety of social causes.

Community Financing Strategies | MNC’s and Advocacy Groups

Remittance inflows from domestic and foreign residents have fueled demand for secure, accessible, and efficient transfer channels. Firms we advise have responded by expanding branch and agent networks across tier-2 cities and towns, improving access and linking families to formal financial systems. Yet, there remains a critical need to strengthen savings alongside cash payouts. As remittances increasingly support housing, education, and small enterprises, they reveal their potential to catalyze community-level investment. The key challenge is converting these flows into lasting, sustainable impact.

Way Forward

Model | Offerings

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All these efforts rigorously define the strategic way forward, which has been meticulously planned, de-risked, and fully budgeted across a fixed time horizon

Strategic
Mandate: Driving
Non-Linear
Market Capture
and Platform
Maturity

Phase I | Foundational Expansion and Data Mobilization

The initial phase focuses on systematic, measured market entry and securing the primary asset base. The journey began with market penetration and data scaling, systematically expanding the institutional user base by leveraging the successful execution blueprint (covering 20+ completed areas). The commitment is to thoughtfully introduce the B2G model across 40 new high-priority territories. This measured action yields the growth of MyLQ's proprietary dataset. The volume and data acquisition ensures an unparalleled data scale that enhances algorithmic precision, steadily solidifying the core defensibility of the ecosystem and reinforcing its role as the API for human capacity.

Phase II | Core Product Stabilization and Innovation

Concurrent with market expansion, technological stability and leadership must be secured. To secure long-term technological stability, MyLQ prioritizes product supremacy. This involves completing the thorough development and launch of all advanced capacity modules (MyAQ1, MyBQ, MyBQ1, MyCQ and MyCQ1). This establishes a best-in-class toolset for diagnosing cognitive readiness. This foundation is complemented by predictive capacity modeling integration, which builds the platform into an anticipatory decision tool.

Phase III | High-Value Partnership and Revenue Optimization

Leveraging the stabilized platform and enriched data, the focus shifts to optimizing financial returns through deep client relationships. MyLQ dedicates effort to strategic enterprise client acquisition to optimize the high-margin revenue stream. The mechanism involves proactively seeking and partnering with X anchor enterprise clients across the entire consultative suite — MyResonance, MySmiles, MyLEAP, and MyTorch — for comprehensive value integration. Specialized expert advisory teams are thoughtfully deployed, focusing on cultivating high-margin, multi-year retainer relationships. This deep integration embeds MyLQ's verified capacity data directly into the client’s C-suite governance and risk management frameworks, establishing MyLQ's indispensable utility as a supportive strategic partner. The strategic outcome is a decisive enhancement in revenue quality — a significantly larger share of recurring, high-margin B2B income that strengthens financial resilience and amplifies the valuation multiplier.

Phase IV | Sustained Standard-Setting and Technical Lock-in

The final phase ensures the integration of all previous efforts translates into permanent market advantage and locks in the global standard. The synergistic efforts in mass data acquisition (Phase I) and advanced technological integration (Phase II) are leveraged to consistently strengthen the ecosystem’s defensibility and scalability. This involves thoughtfully expanding the proprietary data moat—a resource that is uniquely MyLQ’s. This decisive action locks in MyLQ's position as the undisputed standard-setter for human capacity metrics, ensuring long-term technological command and market longevity by creating a barrier impossible for competitors to organically replicate.

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The successful implementation ensures market dominance of our refined and scalable future offerings, a portfolio of products and services designed specifically to capture leadership in nascent digital sectors and drive shareholder returns

Valuation Driver	Impact of Six Platforms	Implication for Valuation Multiple
Data Defensibility	Each platform has captured unique, siloed data from the 3M+ trials, broadening the proprietary data moat across different user segments	Justifies a higher multiple based on the breadth of data advantage
Other Valuation Drivers: Product Completeness, Revenue Quality (ARR), Technical Lock – In, Market Size (TAM)		



Category	Strategic Function (The Logic)
Data and Governance Moat	Proves the cost of subsidizing the 25000 data feeders is justified by the LTV of the corporate contracts sold by consulting arms
Revenue Purity	The service fees from the 4 consulting arms must be successfully transitioned into annualized subscription revenue (ARR) for underlying data / governance platform
Data Fidelity and Quality	The governance body certification of the dataset critically validates data integrity, consequently diminishing investor fiduciary risk, which lowers the WACC and builds the data asset into an irreplaceable regulatory utility that functionally accelerates the B2G/Compliance Arm's sales cycle, thus warranting valuation multiple
Monetization Efficiency	Since the data acquisition is subsidized by consulting, the resulting platform revenue must show near-perfect margins, proving the efficiency of the data monopoly
Expansion and NRR	Proves existing governance clients continually increase their subscription spend on deeper insights, fueling growth
C-Suite Lock-in	The 3M+ data becomes the core intelligence layer for fiduciary duty, justifying the premium category multiple



Financial Metric	Causal Logic and Rationale
Platform Gross Margin	Since the data acquisition cost is absorbed elsewhere, the ARR from the platform shows near-perfect margins, proving pricing power and operational efficiency
Average Revenue Per Account	Validates that the consulting arms successfully translate the data asset into high-value, mission-critical governance subscriptions, justifying sales model
LTV / CAC Ratio	Proves the total cost of consulting arms is a highly efficient strategic investment, yielding a disproportional return from governance clients
Net Revenue Retention	Measured only on paying governance clients

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Analyst Roles

Process Driven Tasks | Product Arm

Lead Identification, Qualification and Prioritization | Evaluate leads generated by the Marketing Manager to determine their viability and readiness for sales engagement, focusing efforts on the high potential opportunities | **Sales Cycle Management:** Oversee the entire sales process, from the first point of contact through to the definitive closure of the contract | **Pipeline Health Monitoring:** Maintain accurate records of all leads within the CRM, documenting stage progress, potential roadblocks, and projected close dates to ensure a consistently flowing pipeline | **Consultative Engagement:** Conduct virtual and in-person meetings tailored to goals of the institution. Cultivate credible relationships with critical decision-makers, including school administrators, principals, and IT directors, ensuring buy-in at both the educational and technical levels | **Negotiations:** Negotiate contract terms, service level agreements (SLAs), and implementation timelines

Category	Metric	Target	Rationale
Pipeline Building and Progression	Qualified Opportunities	30	Rigorously evaluate and prioritize leads, formally creating 30 High-Potential Opportunities for the sales funnel (Lead Identification, Qualification and Prioritization).
	Initial Engagements	15	Conduct first-stage, face-to-face meetings to validate needs and build preliminary relationships (Consultative Engagement).
	Opportunities Advanced	2	Progress two qualified deals to the final stage of contract discussion, preparing for senior sales handoff (Sales Cycle Management and Negotiations).
Process Discipline and Reporting	CRM Data Compliance	95%	Maintain accurate and complete records for all leads and opportunities within the CRM (Pipeline Health Monitoring).
	Stakeholder Profiles	30	Ensure high-quality notes and mapping are completed for key accounts to enable effective follow-up.
	Feedback Submissions	5	Systematically gather and relay immediate, actionable intelligence on product friction or competitor moves.

Process Driven Tasks | Consulting Arm

Stage 1: Strategic Alignment and Sourcing | **Validate Commercial Need** : Currently the material and the industries that need to be drafted are as follows. However, in the future, the work that needs to be done is developing extensive material for the four consulting arms MyResonance | MySmiles | MyLEAP | MyTorch
Data Sourcing, Benchmarking and External [External and Proprietary Data]: Collect and validate academic research, industry reports and client results for best-in-class performance metrics. Gather inputs from advisors and consultants / partners
Stage 2: Codification and IP Development | Content Drafting: Write the content according to the target content format as shown below
Stage 3: Internal Vetting and Quality Control | Review: Check for any issues related to client confidentiality, data usage, and intellectual property claims | **Sales Integration:** Key figures and frameworks are embedded into the default Proposal and Stage 0 diagnostic templates to immediately begin driving new business

Content Driven Tasks | Creation of Technical Content

Category	Material Type	Content Format
Knowledge and IP	Industry and Functional Primer	Background [Basics of the Industry / Impact Narrative Market Sizing and Risk / Growth Drivers Value Chain’s Competitive Dynamics] How Can We Help [Action Case in Point Sample Way Forward]
	White Paper and Research Report	Executive Summary [Idea Findings Policy Implications] – For the Arithmetic Campaign
Strategic Alignment	Toolkits and Template Library	To be decided basis the project
	Material for Existing Tools	Material and drafts to be revised from pre existing LQ Testing Solutions Material
Sales and Scoping	Stage 0 and Proposal	Standard Deck Context Approach Offerings Commercial Summary Team Profiles Past Projects
	Client Profiling	[Roster List and Cold Outreach Contact Identification through public data and team’s contact Research Key Details and integrate into Cold Mail Template Schedule and Track Metrics of Conversion

Thank You