

M4 Strategy Garage

Strategic Advisory Offerings Tailored For Late Stage Startups

Ask about discounts available to clients of Shulman Rogers NEXT

Service	Description	Basic	Deluxe
Roadside assistance	Need us to help you understand a macro development, or think through your next turn? We're available for quick phone consultations, spitball sessions, and more.	1 person, \$250/ call	Benefit of 2 people thinking through the issue. \$450/ call
Check alignment	Working with your C-suite, we will help ensure that your principals understand the full picture, and that each part of your organization is working in concert.	2 consultants, working with the CEO to identify key issues. \$3,000	Individual meetings and group meetings with C-Suite, + a brief report. Starting at \$8,000
Tune up	We will go over your strategy as a whole and by individual components, and help you determine if any of it needs to be reworked given changes in the marketplace.	Working with individual team members and as a group. Reviewing some macro trends. Starting at 3 days and \$5,000.	More robust overview of external trends, as well as competitive intelligence analysis. Includes a report. Starting at \$10,000.
Rebuild	We'll help you rethink and rebuild your strategy, including how you approach your market, your customers, your competitors, your go-to-market strategy and your business model.	Starting at 2 weeks. Includes brief report. Pricing dependent on project specifics.	Starting at 4 weeks. Includes full report, as well as more detail on macro-econ environment, more robust competitive intel, & may include modeling.
Test drive	We'll build scenarios for you to help you plan for different contingencies. We'll examine the key factors that will affect how well your business will do, and help you prepare for Black Swans.	Starting at 3 weeks. Consensus process, expert interviews, full report. Pricing dependent on project specifics.	Starting at 6 weeks. Deeper process with more interviews, more scenarios; may include modeling.
Ongoing maintenance	Regular engagement includes up to 20 hours of roadside assistance, 1 alignment check, 1 tune up or 1 rebuild, and 1 test drive. (Basic/ deluxe offerings apply.)	Minimum 6 month engagement. Pricing dependent on project specifics.	

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Who we are: [Marco Annunziata](#) and [Michael Leifman](#). We have deep expertise in strategy, technology, economics and markets. Our joint experience spans tech and industry, finance and policy: we have worked for or advised startups, large corporations, international financial institutions, and major NGOs. Our partnership started in GE's corporate Business Innovation Strategy team, where we analyzed trends in technology, economics and geopolitics to shape the company's long-term strategy, in close collaboration with the GE Ventures team. Check us out here

<https://www.annunziatadesai.com/>, here <http://tenleyconsulting.com/>, and here <http://www.m4edge.com/>.

Why you need us: At the beginning of your journey you are fully focused on perfecting your technology, developing the right products and solutions, securing funding and signing up customers. As you grow fast and scale, you need to widen the lens: how will economic and financial trends impact your market growth and funding opportunities? How will the diffusion of other new technologies impact your own? Are there industry changes that should lead you to rethink your growth strategy? You are not yet ready to invest in an in-house strategy team. Your board of advisors will not be enough. You need on demand "strategy as a service" support tailored for your needs. As one of our own advisors put it, *we can keep you from being "quarter-wise and 5-year foolish."*

Why not the boards: Bias, time, expertise. *Bias* - Often, board members see the environment through a narrow lense, because they are too close to specific issues; Sometimes "board dynamics" get in the way and bias the advice. Just as startup CEOs often employ outside "CEO coaches," strategy sometimes requires an outsider. *Time* - Robust strategy development can't be built in quarterly meetings. We can help you develop a long-term focus and balance it with your short-term imperatives. *Expertise* - Boards rarely include strategists, scenario experts or economists. Building strategy is a skill with its own domain expertise. Board members have the expertise to help you make the right calls--but they need the right input.

Why M4Edge: We have unmatched expertise at the intersection of technology and economics. We have been at the center of strategic operations for one of the world's largest corporations. We have worked with and advised a number of startups, and immersed ourselves in many more through our podcast. We can help you orient yourself and scale successfully in an increasingly complex and volatile environment. And we can tailor our service to your needs and priorities--let's talk!