



CLIENT PORTFOLIO



HI THERE,

I am an experienced operator, growth strategist & problem solver with a passion for disruptive tech and Innovation.

Over the past 10 years I have worked with Investor groups and global Innovation partners to help build & scale over 150 startups. In doing so, I have gained a wealth of experience driving value for companies across strategic leadership, tactical execution, growth, and executive operations.

Key highlights:

- Taken 25 companies to market in the USA
- Helped startups raise over \$100M USD
- Led executive operations for over 15 companies
- Built Innovation programs in collaboration with leading VC's in New York
- Built the business model for a Blockchain Venture Studio in Singapore
- Worked alongside legendary investment icon: Jim Rogers



Fay Louise



WHAT I DO

1.

CORPORATE DEVELOPMENT

- strategy & implementation
- leadership / MGMT
- deal development
- alliances & partnerships
- acquisitions

2.

FINANCIAL OPERATIONS

- ai enabled workflows
- reporting & process visibility
- cashflows & budgets
- projection models
- fundraising / financing
- financial metrics

3.

REVENUE GROWTH

- omnichannel touchpoints
- performance marketing
- AB tests & CRO
- launch campaigns
- Go-To-Market roadmap
- data analytics & dashboards
- user metrics



HOW I WORK

1.

ROLLING RETAINER

Ongoing involvement within a rolling monthly basis, set terms & dedicated time commitments.

2.

INTERM / FRACTIONAL

Hybrid of consulting and advisory by providing advice on strategy to address the challenge or problem, while also helping to implement the strategy. Dedicated time commitments.

3.

PROJECT SPRINTS

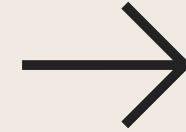
Outcome oriented and execution focused towards achieving one or several target objectives within a timeline.



TERRA INSIGHTS

MANAGEMENT CONSULTANT

PROBLEM



A \$100m Industrials company struggling with low adoption of culture & commercial integration after several acquisitions and a corporate merger. Fragmented systems were creating huge inefficiencies leading to high costs, team silos, and stalled growth. A commercial, operating and culture transformation was required to integrate and unify the different lines of business, global leaders and commercial strategies.

APPROACH



Create a unified OneTi solution by rolling out a two phase strategy and implementation plan across 6 key initiative areas to drive commercial and cultural change, increase marketshare, and topline revenues.

RESULT



- A new ERP and unified operating system: EPICORE & Salesforce
- A new and defined commercial leadership team
- A new approach and strategies for sales & go-to-market teams
- Greater alignment across Sales, Marketing and Customer Service

DELIVERABLES



- Enterprise Account Plan Framework for top 50 global accounts
- Operating Structure & Commercial Model
- BD Champions Training
- Channel Distributors Regional Strategy
- Salesforce Integration Map
- US Market Infrastructure GTM Playbook



DIRECTSHIFTS

HEAD OF GROWTH

PROBLEM



SaaS HealthTech platform experiencing rapid growth with no acquisition funnel or operational architecture in place to handle the volume of new user signups & onboarding. Seeking capital raise for Series A with no materials or metrics.

APPROACH



Build and implement user acquisition funnel and automate onboarding. Improve visibility into team capabilities & performance to better allocate workflows. Focused on pillars of Product marketing, Growth & Team.

RESULT



- Acquired a company & expanded market share by 300%
- Implemented an Affiliate Partnership agreement
- Expanded marketing to 3 new channels, increasing average growth rate by 30%
- Ai enabled automation across sales & marketing to reduce workload

DELIVERABLES



- Growth Model over 1 & 3 years and execution plan
- Funnel Wireframe for User Acquisition
- Visual analytics dashboard for tracking user & marketing metrics
- Fundraising campaign for Series A capital raise
- Financial Model & Projection for rollout of an SBU



CATAPULT / PRASAGA

BUSINESS MODEL & PRODUCT DEVELOPMENT

PROBLEM



A visionary Joint Venture combining blockchain, engineering, innovation and funding. Prasaga is a level 1 blockchain and needed a scalable venture studio and capital fund to bring companies onto their operating system.

APPROACH



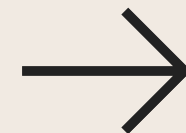
Find a path forward by building a clear plan of action around a defined business model. Map out resources required to best utilize physical & digital spaces of what would become 'the launchpad' for blockchain companies in Singapore & Dubai.

RESULT



- A clear business model, roadmap and value creation plan
- Prasaga to own and lead the technical & deep tech elements
- Catapult to structure and manage the fund and programming

DELIVERABLES



- GTM & Project Execution Roadmap
- Business Model design
- Programming units & resources Model
- Financial Projection Model
- Revenue Operations budget



DASH

INTERIM COO

PROBLEM



SaaS platform 12 months behind launch schedule, small team, non technical founder. Needed help to launch the BETA, build, strengthen and lead the core team, operations, and oversee product development.

APPROACH



Focused on operational stack, devops and bringing visibility into workflows across the core team. Get the product to market with a data driven analytics reporting system to monitor performance metrics across user, sales, marketing, product and customer success.

RESULT



- Launched BETA in test market and built platform operations
- Replaced engineering team, Product Manager & hired a CTO
- Built a Project Management system & OKR reporting framework
- Implemented data analytics & visual dashboard reporting

DELIVERABLES

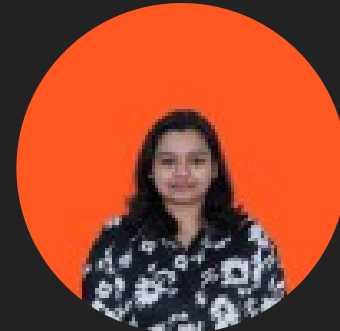


- GTM & Project Execution Roadmap
- Digital Analytics Implementation
- Revenue Operations Budget
- User Acquisition Funnel



"Fay is a master strategist and networker with a deep understanding in the startup space and institutional investment. Working with her is amazing and I am surprised she hasn't been recruited by the Avengers yet..."

BONNY MORLAK, TILSTER



Working with Fay was an absolute pleasure! She was always available for the team. She had a direct approach, she'd address challenges head-on as they arise, and would never miss an opportunity to recognize or appreciate good work. She had a very healthy attitude towards allowing team members their learning curve and was empathetic about their real struggles with remote work during the pandemic. In short, Fay is a great manager to work and grow with."

BHAIRAVI KS, DIRECTSHIFTS



"It was a delight working with Fay! At every encounter she was energetic, upbeat & enthusiastic! She is very knowledgeable in the field of innovation/tech and has deep expertise across the areas of business modeling and growth. She played a huge role in helping us navigate the covid-19 pandemic as we transformed our operating structure & revenue model ."

MIKE PLENER, CATAPULT GROUP



NEXT STEPS

PROPOSAL & SOW



define engagement objectives, deliverables, timeline, workplan

ENGAGEMENT TERMS



agree on pricing & terms

PAYMENT



initial payment is sent

KICKOFF



set kickoff date & send data request



THANKS!



Phone

+1 929 310-5784



Website

www.faylouise.com



Email

hello@faylouise.com



Address

25 SE 2nd Ave, Miami Florida 33131