



TELLUSANT

Streamlining Corporate Decisions

StratPlan Audit: Introduction

We are Tellusant

Tellusant is dedicated to building scientifically based decision platforms for executives in consumer goods and other industries. Our starting point is to streamline the strategic planning process.

Our work is informed by decades of experience. We build on our deep knowledge of how decisions are made during annual planning cycles, and how to create the supporting materials that are the foundation for decisions.

This knowledge is codified in TelluPlanSM and TelluBaseSM, our interlinked offerings.

Today, strategic planning is a highly manual process. Tomorrow, Tellusant will make it streamlined and cost effective based on a scalable decision platform.

Founded in 2020, we represent the next generation of big ideas.

ENTRY PRODUCTS

In addition to the TelluPlan modules, we offer select entry products

Data Management

Data Harmonization

Most data at large companies do not add up to a correct grand total or use correct definitions

With TelluBase, get harmonized datasets for your strategic needs

Data Repository Design

Strategy data is often stored in Excel and not available to the right people

We help you create a state-of-the-art repository system with local/global cloud-based access with the correct frequency of data quarterly/yearly

Analytical Tasks

Affordability Assessment

What is the price of your product or service from the consumer's point of view? Few companies know

Our proprietary methods are used to build an updating platform showing affordability comparable across countries and products

TRUelasticitiesSM

Few executives understand elasticities, and they are often used incorrectly

TelluBase integrates all elasticities to build TRUelasticities, a product that provides elasticities used correctly, every time

Consumption Component Breakdown

Few companies accurately break down attributes of consumption (participation-frequency-intensity and other methods)

TelluPlan makes this assessment accurate and consistent at country, segment, and brand levels

Brand Power Assessment

What is brand power, and do you have it?

TelluPlan can leverage brand power data in multiple ways to get strategic insights: as a tool for understanding trends, to track investment success, and more

Audits / Best Practice

StratPlan Audit

Are your stratplans up to snuff? What are others doing that we can learn from?

Based on >40 years of experience, we evaluate your current plans and offer insights based on our experience and best practice library

Data Quality Audit

Is the data you use in strategic planning appropriate? E.g., GDP instead of income. Totals versus segments? USD when PPP is better?

We review your data and offer improvements for you to better understand the future

OKR/KPI Audit

Many companies use wrong OKRs/KPIs. And usually too many

We audit your OKRs/KPIs and offer perspective for what you should use and how to simplify the structure

What is strategic planning?

STRATEGY

- Ad hoc when need arises at corporate or divisional levels
- High level thinking
- Porter's 5 forces or similar
- 5-10 years horizon
- Usually with external advisers
- No automation

STRATEGIC PLANNING

- Annual cycle at country / BU level
- Fairly detailed templates
- KPIs and financials important
- 3-5 years horizon
- Usually by company executives
- Little automation

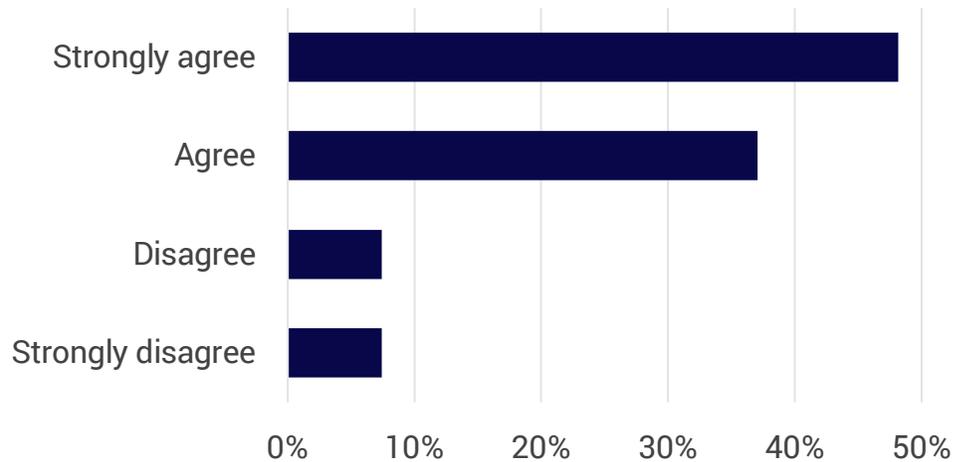
**Tellusant's
focus**

FINANCIAL BUDGETING

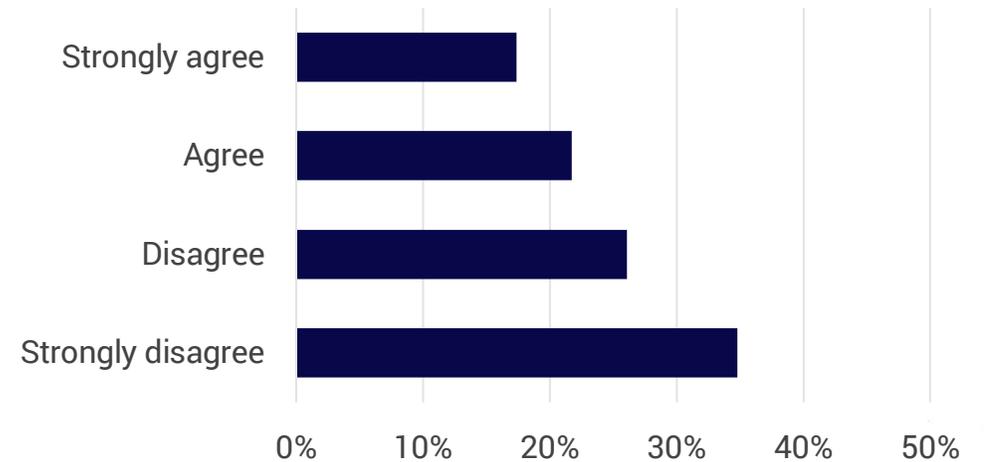
- Annual cycle covering all organizational units
- Strict templates with data pull from financial systems
- Detailed revenue, cost, and capex commitments
- Well established process since decades back
- Usually by company executives
- Significant automation

Strategic planning is powerful, but currently poorly executed

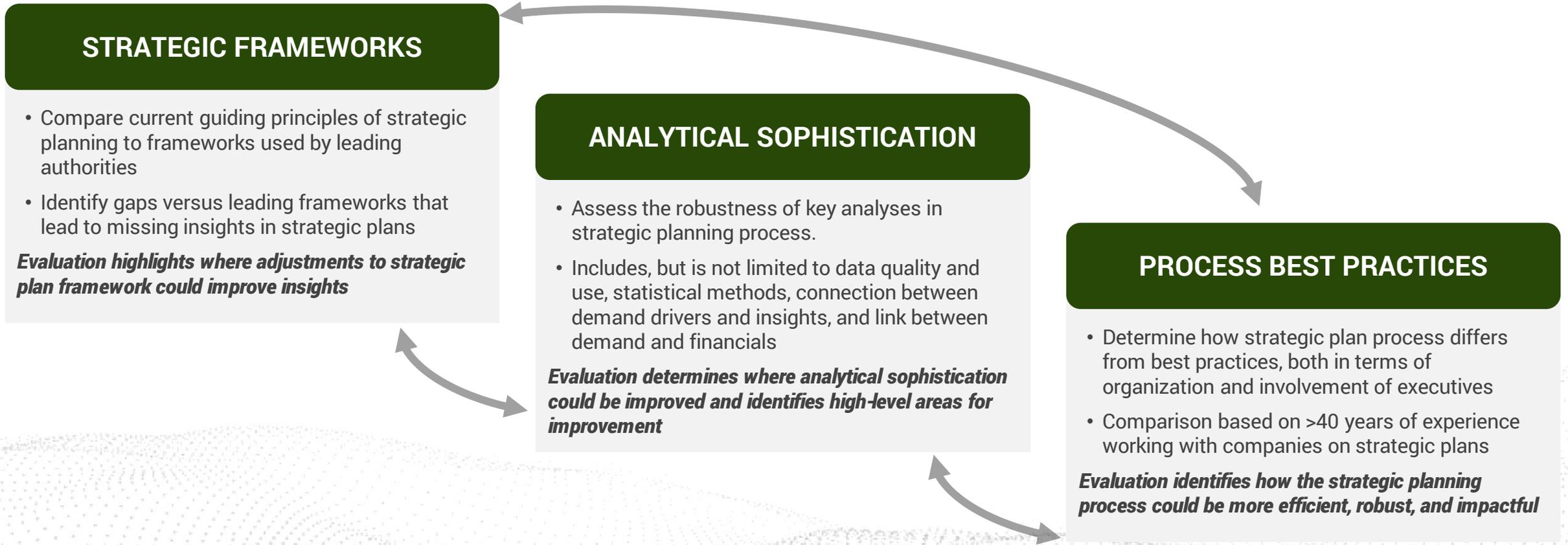
Strategic Planning Is Valuable?



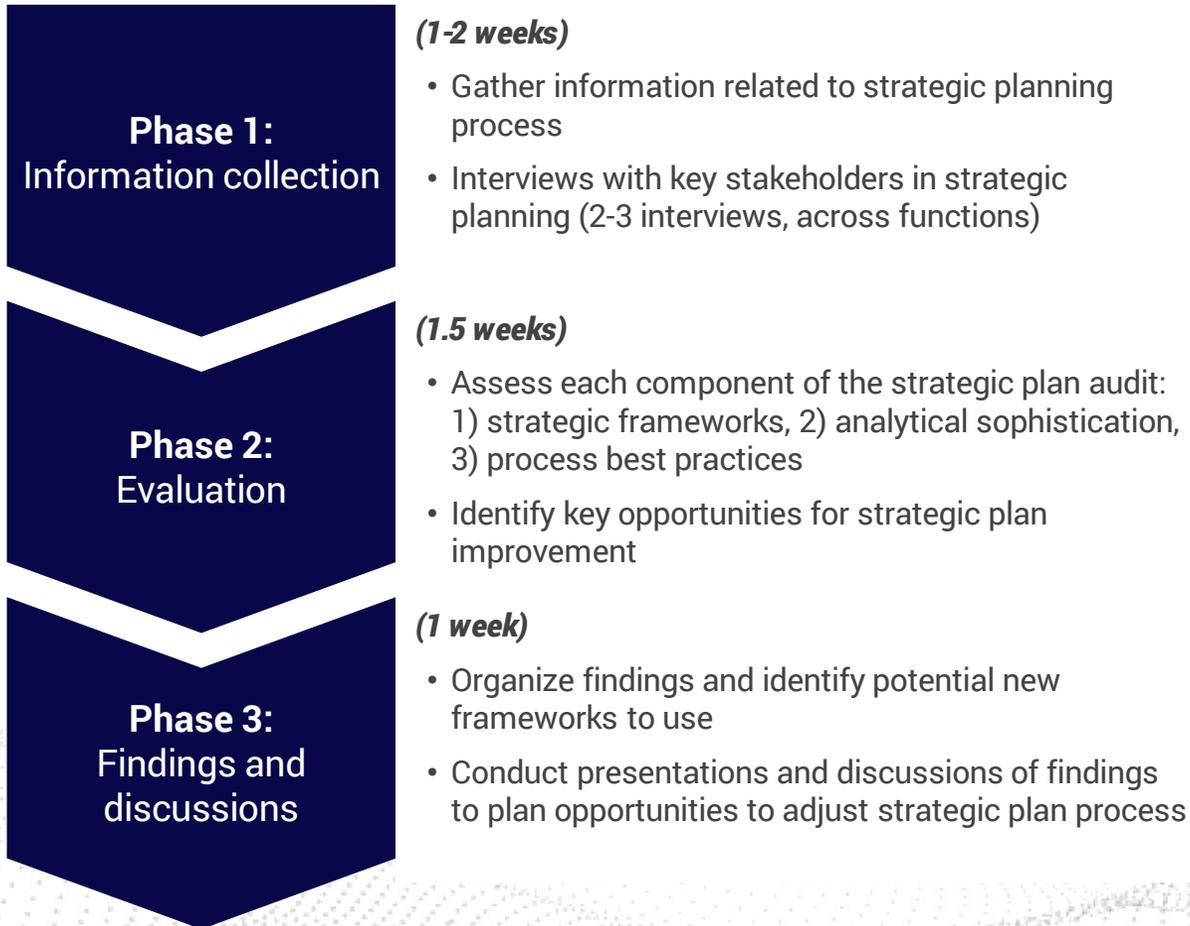
Strategic Planning Works Well?



Our StratPlan Audit service identifies strategic planning opportunities through three components



We conduct the audit in three phases, starting with an information request



REQUIRED INFORMATION FOR AUDIT

1. Previous strategic plan output documents for each business unit evaluated
2. Overview of data sources used in strategic planning. We can also use raw data sources where available
3. Select analyses in the format in which they were conducted, as available (Excel, statistical packages, or other)
4. Availability for interviews with key stakeholders from strategic planning efforts

The audit concludes with a deck and discussions about how strategic planning can be improved

Deliverable	Detail
Deck of findings	<p>15-20 slide PowerPoint deck, with findings in two categories:</p> <ul style="list-style-type: none"> • On an overall basis, how is the strategic planning process overall in efficiency and robustness? (Are major changes required or only small fixes) • What specific changes should be made at this time? We highlight up to 3 major changes, and at least 5 tactical improvements • Findings could include need for new frameworks for strategic plan evaluations, whether processes need to be changed, insights on data quality and analytical gaps, and more
Discussions on strategic plan insights	<p>2-3 presentations and discussion sessions with strategic planning stakeholders:</p> <ul style="list-style-type: none"> • Presentation designed to discuss in more detail the findings and insights from our experience working with strategic plans • Discussions about steps that could be taken to improve the strategic plan process

- We recommend appointing a point person involved in the strategic planning process to handle requests, questions, and discussions during the audit
- The audit deliverables are completed about 2 weeks after the information gathering phase is completed



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TEAM

Co-founders have 40+ years of improving companies' strategies



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Canback Consulting

Partner at McKinsey and Monitor

MBA from Harvard Business School;
DBA from Brunel U.; MSc from KTH



Philip Burgin-Young
CHIEF EXECUTIVE OFFICER

Senior Engagement Manager,
Canback Consulting

BA from Dartmouth College

Over 40 years combined experience in management consulting and data products for global corporations, with focus on CPG

Know strategic planning processes and their flaws through hundreds of projects. Worked on the ground in 70 countries

Experts in combining predictive analytics and macroeconomics with strategic advice

Co-founders have long-term working relationship

Analytix Solutions, led by **Sujal Shah**—our IT partner since 2007—will assist with the platform development