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# SPIRE

The Strategist, Wins

## Spire Strategy

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Spire Strategy is a boutique global strategic adviser that differentiates itself by operating at the intersection of strategy, technology and geopolitics.

We help financial services institutions, family offices and multi-industry conglomerates succeed in a world of unprecedented connectivity and complexity.

Through a range of singular advisory services, we enable our clients' growth ambitions with all the discretion and expertise you would expect from a discerning Swiss global advisory firm.

# Our Advisory Services

## Strategic Forecasting

At the core of our advisory lies a Strategic Forecasting Framework that systematically imagines your likeliest futures and delineates the specific preparatory steps you need to take to realise these futures.

The Framework is a first-of-its-kind analytics and validation tool that combines cognitive neuroscience and First Principles Reasoning with your corporate strategy, as well as the industry, geopolitical and cyber contexts.

		Understanding Cognition & Behaviour		
		Understanding the Context	Understanding People	Understanding the Interaction
Ability to Execute Vision & Strategy	Geopolitics & Geoeconomics	Macroeconomic context, including internal/external demand, productivity, institutions, barriers to entry, competitiveness	Identification & mapping of key protagonists/personnel in your organisation, as well as their roles & relationships with external stakeholders	Assessment of how context and people are interacting to achieve your stated global strategic goals
	Society & Culture	Understanding the organisational structure, HR practices, team integration, intra-organisational communication & company culture	Identifying & mapping of key protagonists & personnel, their responsibilities, roles, influence & review of key decisions made	Assessment of how context and people are interacting to achieve your stated organisational priorities
	Internal & External Contributing Factors	Industry benchmarking, corporate fundamentals (focus on financials + quantitative analysis), competitive intelligence, external cyber threats	Individual due diligence, insider threats, processes, human centric cyber threats, social media monitoring, talent retention	Assessing company-wide execution of strategy & leadership decisions

### This Framework is ideal for

- CEOs, C-Suite leaders and business owners who need to make big bets today on how their company will compete in the future.
- CISO's and CTO's who need to anticipate unexpected threats and seek a superior alternative to quantitative prediction models.

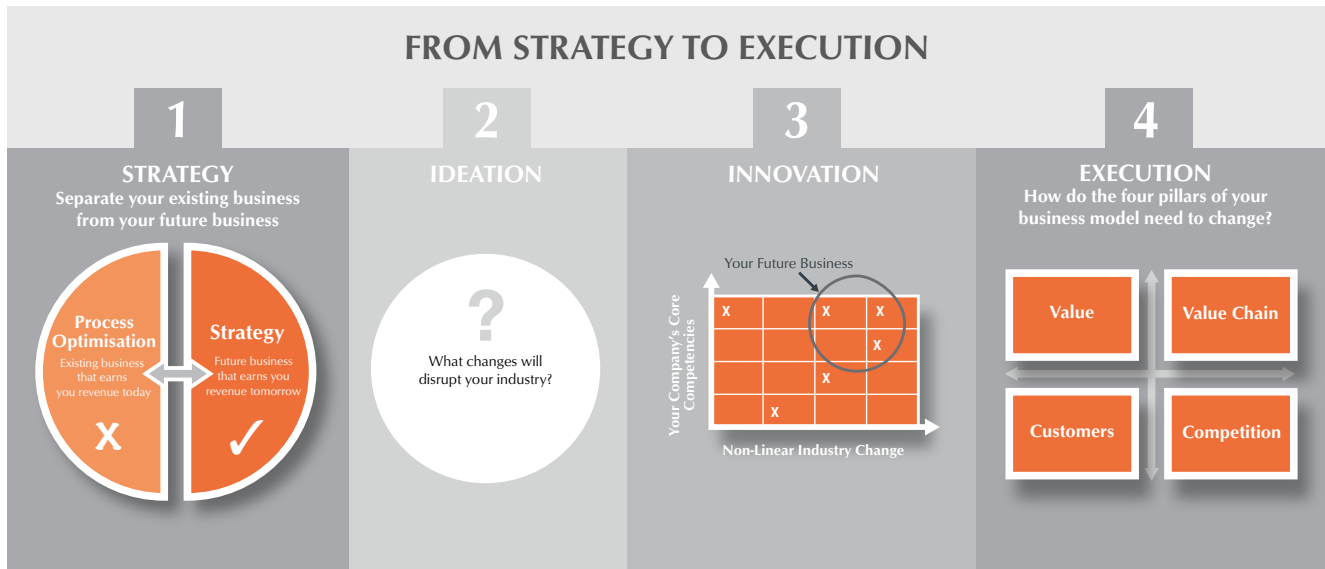
### What you can expect

1. Visions of Your Future: creating multi-scenarios of your future.
2. Production of Effects-Based Models: forecasting the effects the scenarios will have on your product and services, and applying quantitative models to rank the likelihood of each scenario happening.
3. Strategic Roadmap: backcasting to execute your chosen Futures.

## Innovation & Business Model Transformation

At Spire, we do not focus on improving what you already do well today. That's process optimisation. Instead, our core focus is on the future: what do you need to innovate or change today, to manage disruption tomorrow? It's what we call strategy.

Our entry point into your company is to work with your leadership team to co-create your potential future business, and then apply our proprietary strategy model to advise what impact this business will have on the pillars that make up your existing business model.



## Capacitating Digital Transformation

Successful digital transformation is always led by strategy, not technology. It should enable your company to digitally advance two of your most valuable functions: building deeper customer relationships and improving the quality of your services and products.

At Spire, we focus on the uniqueness of your vision and strategy, rather than deploying technology as a commodity. Therefore, we've developed a 'strategy-first' practice to enable successful digital transformation by assessing your preparedness within the context of your people, processes and business model. We ensure these are truly malleable, so that when technological change requires you to adapt, you can.

### What you can expect

- **Risk, Functionality and Process Assessment**

Digital Transformation Readiness score, providing an objective independent assessment of your existing processes and technological infrastructure and ensuring alignment between your strategic objectives and key resources.

- **Strategy**

Developing new malleable processes, personnel strategies and business models, and ensuring that the right customised technology and software solutions are being designed and/or procured.

- **Execution**

Enabling a completely integrated and seamless delivery of your strategy through a customised technology and software.

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## Product-to-Platform Transformation

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Platforms beat products because it's easier to add product functionalities to a platform and create subsequent network effects, than vice versa.

Whether you're a product-first industrial company seeking to build a superior data strategy, or a financial services company trying to leverage societal investment opportunities to enable your clients to invest in 'double-bottom' line ventures, Spire can develop the right platform strategy for your business.

### If your company wants to make the shift to platform, we can help you

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- Build a 2-sided or multi-sided platform
- Transform your current linear value chain by putting your service at the centre of a new ecosystem
- Curate and control the movement of your value to facilitate interaction between asset-heavy firms
- Create the right governance and behavioural standards
- Develop critical network effects and build new communities that can make a difference
- Create highly effective profit strategies so you understand which side of the platform to monetise from

## Investment and Political Risk Advisory

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Ingrained in Spire's DNA is the belief that a great strategy requires unrivalled contextual intelligence. Do you know the extent to which political risk impacts your net-profit margin?

At Spire, we combine ground-truth private intelligence and information with machine learning, to produce visually appealing, entirely customised threat-dashboard maps for your company, on desktop or iPhone/Android, providing near real-time data ingestion of physical risk, political risk, economic data, development indicators, social media sentiment, climate or virtually any other type of data that you may require.

We supplement this product with relevant advisory services to enable you to achieve your specific goals, including:

- Due diligence
- Compiling incident and risk analysis
- Utilising our network to build uniquely impactful global strategic alliances
- Uncovering and curating bespoke investment opportunities across a range of sectors (including energy, healthcare, education and societal impact investments)

## Contact Us

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Spire Strategy is headquartered in Zurich, Switzerland, with representative offices in Munich, London and Dubai.

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