

**【White Paper】**  
**Periodically Marketing Report**



# Agenda

# Agenda

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SASAL, INC

<b>1. PROJECT APPROACH</b>	<b>P 02</b>
<b>2. COST·STRUCTURE·TIMELINE</b>	<b>P 10</b>
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# PROJECT APPROACH

## ASIS\_TUBE

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By passing this project, Clients are able to gain deep insight into the particular market, recreate the strategy, and grow their corporation more.

### ASIS

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- Lack of analysis of external factors for performance reporting
- Lack of formulation of performance forecasts based on market trends
- Lack of next-step consideration based on the performance of major players



### TOBE

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- Propose reports to improve your company's business by enhancing the lack of sufficient research results and analysis.
- We would like to resolve issues through the consulting firm's support, support the use of information to properly understand external factors in each business result, and take appropriate actions for the next risk/opportunity by developing a future outlook.
- +a In addition to report recommendations, we can provide strategy recommendations based on your company's annual report and other publicly available documents to gain deeper insights and inform corporate strategy.

# PROJECT APPROACH

## Scope

The following is a list of the intent of each survey item in this project.

No	Scope	Intent	Item	Details
1	Report Structure Making	Client and SASAL will design the content of the survey in consultation with the client. The client will receive periodic reports from SASAL, INC based on this survey design, which can be used to improve the client's strategy. The number of report requests and their contents can be adjusted according to the client's needs.	Macroeconomic Indicator	GDP
			Industry Trend	Demand ..... Supply ..... Price
			Industry-specific indicators	Depends on client
			Competitive Trends	Performance of Major Players by Region ..... Strategy Features
2	Regular Report	SASAL submit a fixed-point observation report based on the content designed in the survey content design. Periodic reports are used to review your company's business and to enhance your business.	-	Same as Report Structure Making

# PROJECT APPROACH

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## Direction - No1

Below is the research policy and output image for this project.

No	Scope	Region	(data) item	subitem	Direction.	Output (PPT)
1	Report Structure Making	-	Whole	Executive Summary	Summary of this document in its entirety	1 page
		All countries	macroeconomic indicator	GDP	GDP is obtained using OEDC and then submitted as suggested.	1 page
		Europe, North America, South America, Japan, Asia *Country-specific surveys available	Industry Trends	Summary Page	Prepare summary reports using industry trend survey results	1 page
				demand	Conducted quantitative and qualitative research using Bloomberg and Wall Street Journal	1 page for each region
				supply	Conducted quantitative and qualitative research using Bloomberg and Wall Street Journal	1 page for each region
				Price	Conducted quantitative and qualitative research using Bloomberg and Wall Street Journal	1 page for each region
		Other	As a result of the work conducted, additional survey items and budgets will be prepared and shared.	Prepared in PPT as a proposal item, with contract renewal based on your company's request.		

# PROJECT APPROACH

## Direction - No2

Below is the research policy and output image for this project.

No	Scope	Region	(data) item	subitem	Direction.	Output (PPT)	
1	Report Structure Making	Europe, North America, South America, Japan, Asia *Country-specific surveys available	Industry-specific leading indicators	summary page	Creation of summary pages with the results of each survey of industry-specific leading indicators	1 page	
				Specific Indicator Survey	-	1 page + 1 page per country	
				Other	As a result of the work conducted, additional survey items and budgets will be prepared and shared.	Prepared in PPT as a proposal item, with contract renewal based on your company's request.	
				Competitive Trends	Summary page (whole)	Create summary pages using summary page country results	1 page
				Summary page (each country)	Create a summary page using the results of the competitive trend survey	1 page for each country	
2 companies per country *Additional countries and companies can be added *Default is France, USA, and Brazil. Assuming Japan and Singapore (possible to change target countries).	Performance of Major Players	Competitor comparison using EBITDA and profit margins after selecting competitors based on enterprise value.	1 page				
		Strategy Features	Browse each company's AnnualReport, document and submit suggestions.	1 page for each company			
		Other	As a result of the work conducted, additional survey items and budgets will be prepared and shared.	Prepared in PPT as a proposal item, with contract renewal based on your company's request.			

# PROJECT APPROACH

## Timeline

The following is how this project will proceed. We envision a process of refining the survey content design in the first two months, followed by the submission of a fixed-point observation report.

		1 <sup>st</sup> Month				2 <sup>nd</sup> Month				3 <sup>rd</sup> Month				4 <sup>th</sup> Month			
Title		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Report Structure Making	Executive Summary																
	Macroeconomic Indicators																
	Industry Trends																
	Industry-specific leading indicators																
	Competitive Research																
Regular Report	Existing Requirement Implementation													1.5weeks			
	New requirement updates									2weeks							

**Note**

- During the design phase of the study, weekly meetings will be held to discuss the work to be performed. The above project period and meeting intervals are for reference only and can be adjusted according to your needs.
- After the survey design phase, we plan to hold regular meetings at least once a month. At this meeting, we will ask you about your company's situation and share with you the progress of the fixed-point observation report. The interval between regular meetings can be adjusted according to your company's needs.
- We can adjust the interval of the regular observation report to meet your company's needs, such as quarterly, semi-annual, or other intervals.
- If you require a detailed report that takes into account your company's business, we will need to ask you to submit confidential information (sales by segment).

# PROJECT APPROACH

## Project Flow

Those are the next actions the most new next action is written on the top side. The legend is written on the right-top side of this page. This page is renewed by following the status of the Project.

No	Title	Detail
1	Appointment	Initial contact will occur either by the customer or due to SASAL, INC. SASAL, INC. will basically contact you by text for the purpose of building your knowledge. If a meeting is necessary, please inform SASAL, INC.
2	Requirements coordination	SASAL, INC will receive a BRD from the client and organize the requirements, or if no BRD is available, we will conduct a hearing or organize the requirements based solely on our knowledge without a BRD. Please specify your company's requirements.
3	Proposal	We will submit a proposal to the client, and if there is not enough information in advance due to lack of BRD or other reasons, there is a possibility that there will be a discrepancy between the proposal and the client's request.
4	Competitive quotes	We encourage you to obtain quotes based on your situation. We prefer to obtain quotes from other firms as we believe that this is an important decision for your company. We will respond to your questions by e-mail. Please make use of this service to share information within your company.
5	Contract	We will sign an NDA, a basic agreement, and a detailed agreement. If your company has the format, we can use the client format after legal check.
6	Kick Off Meeting	An initial meeting will be held at the start of the project. We hope you will join us to help make this project a success. Agenda <ul style="list-style-type: none"> <li>• From Client               <ul style="list-style-type: none"> <li>• Share any other information.</li> <li>• Asking the questions.</li> </ul> </li> <li>• From SASAL, INC.               <ul style="list-style-type: none"> <li>• Decide the per two weeks meeting day.</li> <li>• Share the folder of the file.</li> <li>• Decide the timing of PDF Share.</li> </ul> </li> </ul>
7	Project in progress	We will promote the project according to the initial meeting and proposal documents. Payment is invoiced at the end of the month and paid at the end of the following month. For project contracts, the project cost divided by the term is paid monthly (e.g., \$100K- per month for 3 months of \$300K-).
8	Proposal	Based on the client's request, we will implement the proposal again. The first submission is due about two months before the project is to be completed. After the submission, we will conduct a meeting and renew the contract one month before the end of the project.

Repetition

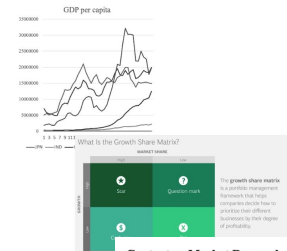


# PROJECT APPROACH OUTPUT IMAGE

Below is an example of our past materials. SASAL plan to submit materials to our clients in the following output format. SASAL can make proposals for areas not included in this scope to grow your business and prepare such materials upon renewal of the contract.

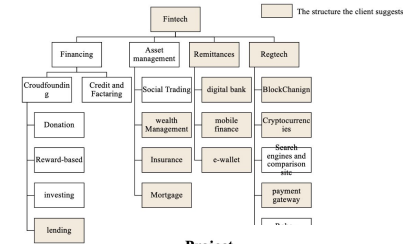
## Contents > Output Details > Market Research > High Layer Research

High Layer Research is targeting on 19 countries.



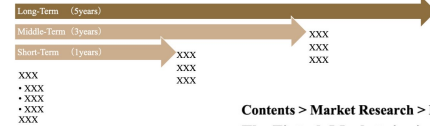
## Contents > Market Research > Low Layer Research > Fintech Structure

Those are the structures of SASAL, INC currently under consideration. About 50% is the structure the client is not under consideration.



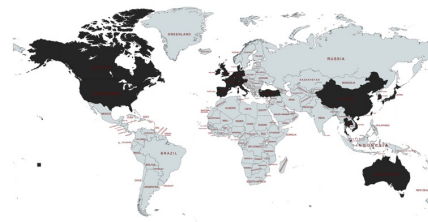
## Project Business Plan Introduction

SASAL, INC will show the Business Model Introduction. After this project, it's no prob to break down and do the process for your company. If there is the questions please ask SASAL, INC.



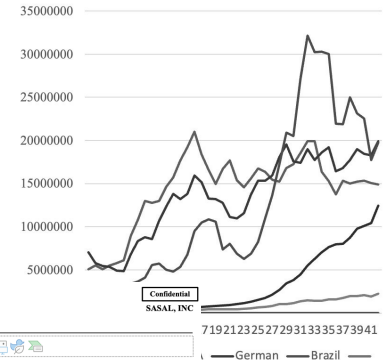
## Client Region

Those are the reason of the client office in global.



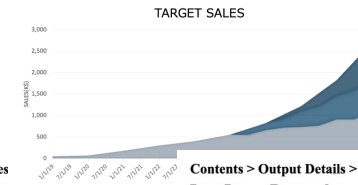
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## GDP per capita



## PROJECT Target Sales

Lead message



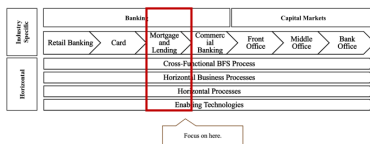
## Contents > Market Research > Low Layer Research > Telecommunication Companies

Those are the examples of the company.

No	United States	United Kingdom	Bangladesh
1	Alipay Networks Holdings Inc.	British Sky Broadcasting Group	Rohi Axiana
2	Alice USA Inc.	TalkTalk Group	ADN Telecom
3	AT&T Inc.	Vodafone	Grameenphone
4	Cell Bank	O2	McAik

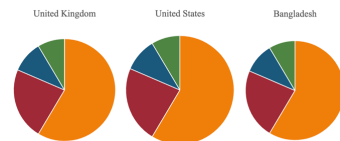
## Contents > Company Strategy > Value Chain

SASAL, INC decide the scope based on the value chain.



## Contents > Market Research > Middle Layer Research > Qualitative Information > Ownership Ratio

Lead message



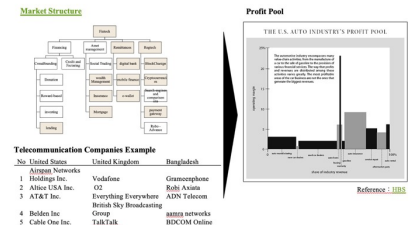
## Contents > Market Research > High Layer Res > The Fintech Market size in Global

The US market is most wide in the Global.



## Contents > Output Details > Market Research > Low Layer Research

By using the Market Structure and Companies SASAL, INC calculates and creates the profit pool.



Sources: Capital IQ, Pitchbook, Company's investor presentations, desktop research, BCG analysis.

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SASAL, INC

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# COST, STRUCTURE, TIMELINE

## COST - Summary

Below is an example of our quotation. The detailed price list on the next page allows for flexible customization of the request to fit your budget.

No	Business Areas	Contents	Charge		
			Smallest	Middle	Largest
1	Survey Content Design	See PPT for items included.	One Industry, two countries, two regions, English Output \$9,750- - Executive Summary: \$1000 - - Macroeconomic indicators: \$1500 - - Industry trend: \$2,050 - - Industry-specific leading indicators: \$2.200- - Competitive research: \$3,000-	Two Industries, five countries, five regions \$26,100- - Executive Summary: \$1000 - - Macroeconomic indicators: \$1500 - - Industry Trend: \$7,900- - Industry-specific leading indicators: \$7,000- - Competitive research: \$8,700-	Customize
2	Fixed Point Observation Report	See PPT for items included.	Once per half year (2 times in total) 3,100,000- / year	Once every 4 semesters (4 times in total) \$104,400- / year	Customize
		Plan	\$19,500- +Tax	\$104,400- +Tax	Customize

### Options

- At this stage, PPT output is assumed. The delivery format can be changed according to your company's requirements. We will submit the budget again and update the contract.
- Overseas Interviews: SASAL will submit a list of candidates and conduct an interview with them after discussing the candidates with your company. We expect a minimum of three people to attend the meeting: the interviewer, a member of your company, and a member of our company. We can also handle the interview by ourselves and submit the video of the interview and the minutes of the meeting to your company upon your request.
- This proposal is intended as an outsourcing contract. If you would like to utilize our company more flexibly, we can provide support in the form of outsourcing or advisory services. In the case of an outsourcing contract, we will support you with a minimum of 3 million yen plus monthly tax for a 3-person team. In the case of an advisory contract, we can provide support from 600,000 yen/month for one person for one hour of regular weekly meetings.
- Payment is due at the end of the month following the start of the contract. The total project cost divided by the project duration will be paid monthly. If additional requirements arise during the project, they will be started after the contract is signed and added to the next invoice.

# COST, STRUCTURE, TIMELINE

## COST - Details

Below is a detailed estimate. The following can be customized to meet your company's needs.

No	Scope	Title	Details	COST	Unit	Information
1	Survey Content Design	Whole	Executive Summary	\$1000 -	-	-
		Macroeconomic indicator	GDP	\$1500 -	-	For all countries
		Industry Trends	summary page	\$1000 -	-	-
			demand	\$150 -	/ Region	For in-depth surveys by country (\$200 / country)
			supply	\$150 -	/ Region	For in-depth surveys by country (\$200 / country)
			Price	\$150 -	/ Region	For in-depth surveys by country (\$200 / country)
		Industry-specific leading indicators	summary page	\$1000 -	-	-
			Specific Indicator Survey	\$500 -	/ Region	For in-depth surveys by country (\$350 - / country)
		Competitive Trends	Summary page (whole)	\$1000 -	-	-
			Summary page (each country)	\$500 -	-	-
			Performance of Major Players	\$500 -	/2countries	Basic 2 companies (350 per additional company)
			Strategy Features	\$1000 -	/2countries	Basic 2 companies (350 per additional company)

### Options

- This cost is the cost for this project. When clients would like to ask for those research per title, the cost will increase by 1.5 times.

# COST, STRUCTURE, TIMELINE PROPOSAL

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At this time, we have listed our recommendations for assistance to your company based on our past experience. We will make proposals to your company in the form of adding to this page, and we can respond to your company's needs with a renewed contract.

No	Scope	(data) item	subitem	Direction.	COST
1	Survey Content Design	Other	Strategic Recommendations	SASAL obtain your company's management information from IR and provide strategic recommendations from a third-party perspective.	Negotiable (proposal to be implemented after meeting with your company to discuss requirements in detail)
		Competitive Trends	Performance of Major Players	Support for analytical work with additional breakdown indicator items in cooperative analysis such as ROIC, etc.	negotiable

# COST, STRUCTURE, TIMELINE

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## Next Action

The following next actions are planned after adjustments based on this proposal.

Not Started	In progress	Completed
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No	Title	Detail	Responsible	Due	Status
4	Project Ongoing	Proceed with the project based on the Project Contract Scope. If the client widens the scope, SASAL, INC does that After contracting the Additional Project Contract.	Clients and SASAL, INC	Follow Client	Not Started
3	Kick Off Meeting	Meetings are held at the time of client implementation	Clients and SASAL, INC	Follow Client	Not Started
2	Contract	NDA & Basic Contract & Project Contract	Clients and SASAL, INC	Follow Client	Not Started
1	Meeting	Based on contact from the client, SASAL, INC held the meeting. If there are customer requirements or questions, SASAL, INC will hear them during this meeting.	Clients and SASAL, INC	Follow Client	Not Started

# COST, STRUCTURE, TIMELINE ATTENTION

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Those are the attention points in the contract with SASAL, INC.

- SASAL, INC is the client's partner, not a subcontract corporation; if the client needs more knowledgeable talent than current employees, SASAL, INC can support it as a human resource Project. (e.g., teach the knowledge of hiring as a human resource project)
- SASAL, INC. cannot attempt to become your corporation's employees(e.g., join your corporation's environment).
- Basically, SASAL, INC uses the Microsoft Tools. For the client communication, SASAL, INC uses E-mail.
- SASAL, INC. does not translate if clients need domestic language documents. The client must hire a bilingual translator in the client's corporation.

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SASAL, INC

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SASAL, INC is a strategic consulting firm founded in 2022. The firm is headquartered in New York, USA, and has a subsidiary in Tokyo, Japan.

### Overview

Company Name	SASAL, Inc
Representative	Yurino Sakamoto
Build	October 2022
Business	Strategy Consulting Company
Address	Headquarter 136 Madison Avenue, New York, NY 10016
Address	Subsidiary Akasaka Front Town 3F, 4-8-19 Akasaka, Minato-ku, Tokyo, Japan, 107-0052
Employee	<u>10 (Subcontract Included)</u>
Web Site	<a href="https://sasalinc.com/">https://sasalinc.com/</a>
Contact	<a href="https://sasalinc.com/contact/">https://sasalinc.com/contact/</a>
History	<ul style="list-style-type: none"><li>10/2022 SASAL, Inc. Established in Japan.</li><li>07/2023 SASAL, Inc. Established in the US.</li></ul>

### Management Philosophy

<b>Values</b>	As a specialist, deepen human attractiveness through communication.
<b>Vision</b>	Contribute as one company that supports the wealth of countries around the world.
<b>Mission</b>	Increase your company's "Future value".



# SASAL, INC

## How to Use SASAL, INC

SASAL, INC. gives value to the client while playing accompaniment. Some strategic firms give up playing accompaniment, but true strategy consulting for clients is playing accompaniment.

### 1st

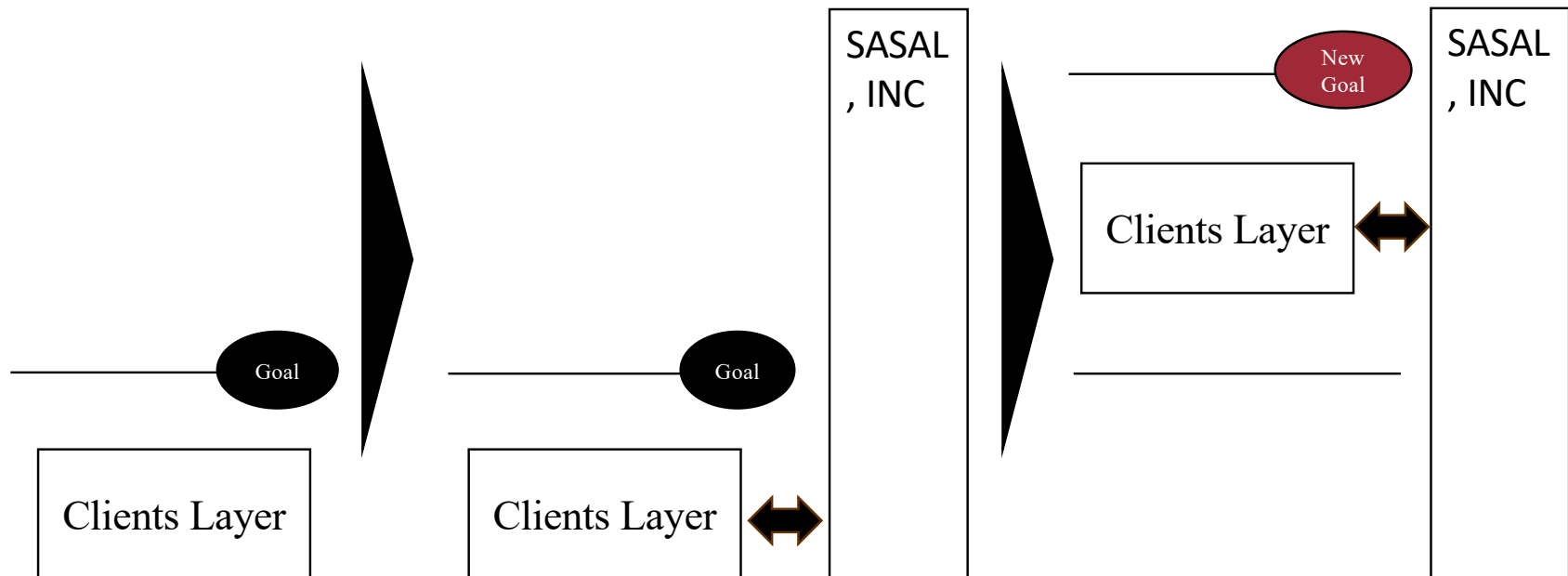
Clients have direction, but clients are not able to do so for some reason.

### 2nd

SASAL, INC., is a global strategy company. Using our global strategy consulting knowledge, SASAL will realize your goal.

### 3rd

SASAL, INC transfers the knowledge to clients with playing accompaniment, and clients are able to achieve the goal.



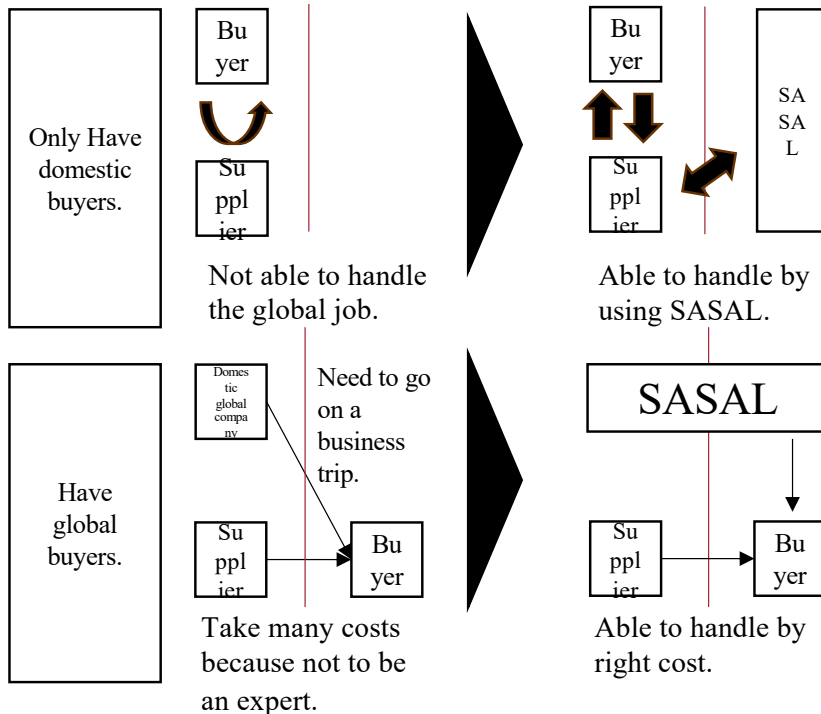
# SASAL, INC

## How to Use SASAL, INC

As a strategy consulting firm, SASAL, INC is able to give value to the client in those situations.

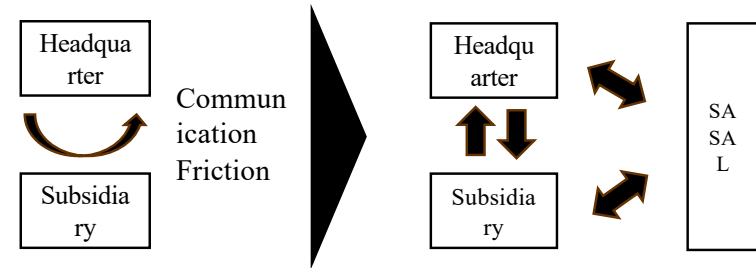
### Domestic Company

There are two types of support examples for the domestic company from SASAL, INC.



### Global Company

In the case of the global company SASAL, INC, a third-party company can support it. By using us, clients can have more flexible communication between group companies.



**Based on strategy consultant knowledge, SASAL is able to do ...**

- |                     |  |
|---------------------|--|
| <b>Project Base</b> | Strategy planning<br>Product Strategy etc  |
| <b>Person Base</b>  | <ul style="list-style-type: none"> <li>• Power Point · Word · Excel</li> <li>• Research</li> <li>• Translator etc</li> </ul> |

## Service

The following are our services. We recommend Project for clients who want full-scale strategic consulting, and Person for clients who want a Small Start from a cost perspective.

<b>Title</b>	<b>PERSON</b>	<b>PROJECT</b>
<b>Contents</b>	A minimum unit of three strategy consultants will work side-by-side with the client to improve the strategy.	As a strategic consulting firm, we perform project work. We provide self-driven strategic consulting services as a team. Meetings are set up according to the client's needs.
<b>Cost</b>	\$20,000 ~ / Month	\$100,000 – \$1,000,000 / Project
<b>Team</b>	Per 1 month	3month / 6month / 12 month etc
<b>ATTENTION</b>	Since we work side-by-side with the client as a team, it is necessary for the client to set aside time to discuss the work with us as needed. For those who have difficulty securing time, we recommend the Project Service described on the right.	The maximum term of one contract is 12 months. If you wish to extend your contract, please contact SASAL, INC prior to the end of your contract.

# SASAL, INC

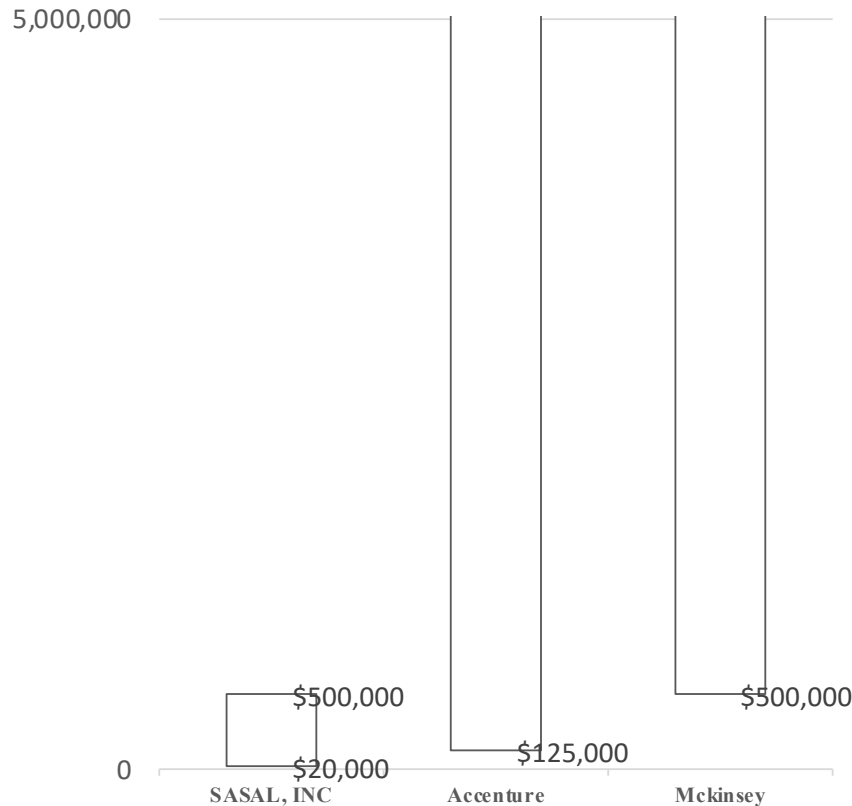
## Project Cost Range

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Information of 2024.

SASAL, INC is a start-up. Hence, the sales cost is effective compared to other tier companies. But the actual service quality is the same, and this occurs just because of the start-up.

### Project Cost Range



Actually, SASAL, INC's employees are knowledgeable, and they have careers similar to those of consulting firm employees who have been hired by those companies, so the service quality is almost the same. The difference is just the company they belong to.

<https://mariopeshev.com/business-consultant-fees-pricing/#:~:text=And%20companies%20like%20McKinsey%20charge,at%20%24500K%20or%20over.>

<https://www.quora.com/How-much-does-McKinsey-charge>  
The upper cost depends on the interview. But that is too inaccurate. Hence, SASAL does not dedicate that.

## Past Case

Those are the past cases of SASAL, INC.

No	Sector	Title	Contents	Client	Region
1	Technology	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
2	Health Care	DX Strategy Consulting	System Migration of B2C application	Public Sector	Japan
3	Financials	New business development	BDD for Business Partnership	NYSE	Japan
4	Real Estate	-	-	-	-
5	Energy	New business development	Basic Business model research of the US Energy Industry	NYSE	Japan
6	Materials	-	-	-	-
7	Consumer Discretionary	-	-	-	-
8	Industrials	New business development	Business Model Reconsider and BDD for Business Partnership	NYSE	Japan
9	Utilities	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
10	Consumer Staples	Whole Strategy	Human Resources, IT, Accounting, Business Consulting	Start-up	United States
11	Consumer Discretionary	Globally Industry Research	Globally Industry Research based on each company e.g. US, Europe	TYO	Japan

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Energy	Energy Sector comprises companies engaged in exploration & production, refining & marketing, and storage & transportation of oil & gas and coal & consumable fuels. It also includes companies that offer oil & gas equipment and services.
Materials	The Materials Sector includes companies that manufacture chemicals, construction materials, forest products, glass, paper and related packaging products, and metals, minerals and mining companies, including producers of steel.
Industrials	The Industrials Sector includes manufacturers and distributors of capital goods such as aerospace & defense, building products, electrical equipment and machinery and companies that offer construction & engineering services. It also includes providers of commercial & professional services including printing, environmental and facilities services, office services & supplies, security & alarm services, human resource & employment services, research & consulting services. It also includes companies that provide transportation services.
Consumer Discretionary	The Consumer Discretionary Sector encompasses those businesses that tend to be the most sensitive to economic cycles. Its manufacturing segment includes automobiles & components, household durable goods, leisure products and textiles & apparel. The services segment includes hotels, restaurants, and other leisure facilities. It also includes distributors and retailers of consumer discretionary products.
Consumer Staples	The Consumer Staples Sector comprises companies whose businesses are less sensitive to economic cycles. It includes manufacturers and distributors of food, beverages and tobacco and producers of non-durable household goods and personal products. It also includes distributors and retailers of consumer staples products including food & drug retailing companies.
Health Care	The Health Care Sector includes health care providers & services, companies that manufacture and distribute health care equipment & supplies, and health care technology companies. It also includes companies involved in the research, development, production and marketing of pharmaceuticals and biotechnology products.

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Financials	The Financials Sector contains companies engaged in banking, financial services, consumer finance, capital markets and insurance activities. It also includes Financial Exchanges & Data and Mortgage REITs.
Information Technology	The Information Technology Sector comprises companies that offer software and information technology services, manufacturers and distributors of technology hardware & equipment such as communications equipment, cellular phones, computers & peripherals, electronic equipment and related instruments, and semiconductors and related equipment & materials.
Communication Services	The Communication Services Sector includes companies that facilitate communication and offer related content and information through various mediums. It includes telecom and media & entertainment companies including producers of interactive gaming products and companies engaged in content and information creation or distribution through proprietary platforms.
Utilities	The Utilities Sector comprises utility companies such as electric, gas and water utilities. It also includes independent power producers & energy traders and companies that engage in generation and distribution of electricity using renewable sources.
Real Estate	The Real Estate Sector contains companies engaged in real estate development and operation. It also includes companies offering real estate related services and Equity Real Estate Investment Trusts (REITs).



**SASAL, INC.**

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**SASAL, INC**

**If you have questions, please get in touch with us.**

**<https://www.sasalinc.com/contact>**

**Thank you for reading this document.**