

**【White Paper】**  
**Advisor by SASAL, INC**



# Agenda

# Agenda

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SASAL, INC

**1. PROJECT APPROACH**

**P 02**

**2. SASAL, INC.**

**P 09**

# PROJECT APPROACH

## Advisor Phase

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By passing the discussion with the SASAL, INC, clients are able to grow future value more.

### **1. New start-up companies**

For a newly established company, it is recommended to hire a full-time employee who can handle a wide range of matters, rather than an "advisor" who is experienced in a specific area. However, we believe that the use of advisory services can be very beneficial in supporting a company's founding president. For example, advisory services in management advisory and management strategy support positions will support the president as a good partner.

### **2. Companies in the growth phase**

For companies in the growth phase, we recommend introducing advisory services in parallel with hiring permanent employees. For engineering positions, for example, where there is always a need for human resources, permanent employment is recommended. On the other hand, it is beneficial to use advisory services for positions that do not require constant staffing but still require highly skilled workers. For example, advisory services for manufacturing department management and planning-related positions will support the management team as a good brain.

### **3. Companies in the process of going public**

Companies that are in the process of going public have a need for outside directors and auditors to strengthen their management structure. In addition, advisory services for human resources and finance-related positions that support sales marketing and administrative managers to increase sales will support each division manager as a good supporter.

### **4. Companies in a stable period**

Companies in a stable period have developed internal human resources and are able to fill key positions with permanent employees. For example, advisory services for new business startups and M&As will support the project manager as a good consultant.

# PROJECT APPROACH

## SCOPE

The following is a description of advisory services provided by SASAL, INC. The annual fee is \$6350 per year (\$530 per month including tax), paid automatically each month via Paypal.

No	Title	Details
1	Strategy Proposal in Online Meeting	30 min twice a meeting per month. - Strategy Proposal - Global Knowledge etc., Through bimonthly meetings, we will check the progress of the business and provide advice. Through this advice, we will review the existing business on a regular basis, while effectively growing the business by making course corrections to increase corporate value.
2	Connection Introduce	SASAL will introduce you to companies that are a good match for your company through our connections. SASAL leverages your business by partnering with other companies, leveraging our knowledge, and providing services.
3	Project Introduce	Using our existing knowledge, we will share with you business acquisition methods and actual projects to improve your company's sales. We will build a foundation for stable orders while resolving any uncertainties in our approach through strategic walloping. The price range of projects we receive varies from 5 million to several tens of millions of dollars per year. We can increase sales by taking on multiple orders according to your company's corporate strength.
4	CEO Workshop	Invitation to our Global CEO Workshop. This workshop will enable you to develop new connections and increase your company's value. The workshop is held once a month.
5	Event Invite	You will be invited to events we conduct, events we are invited to, and events we attend. This can be used to help you develop new connections.
6	Introduce via SASAL HP•SNS	SASAL will introduce your company on our website, LinkedIn, etc., along with the results after the contract is signed. This will increase your company's visibility and sales.
7	Able to post SASAL, INC as an advisor in client's HP.	SASAL can list us as an advisory firm on your company's website. By listing a strategic consulting firm as an external advisor, you can improve the credibility of your company.

The payment method of the advisory system is automatic monthly withdrawal by Paypal. Cancellation is made one month in advance. Cancellation can be made from each month's invoice. Additional meeting time will be charged at \$480-/hour. Additional meeting time will be invoiced separately by PayPal after the meeting. After the initial MTG, we will share the NDA, Basic Agreement, and Project Agreement with you. Please return them to us when you are free.

# PROJECT APPROACH

## Timeline

Below are various timelines for advisors. This is an example for reference only and can be changed if specified, such as meeting times, etc.

No	Title	1 <sup>st</sup> Month				2 <sup>nd</sup> Month				3 <sup>rd</sup> Month				4 <sup>rd</sup> Month			
		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>
1	Strategy Proposal in Online Meeting																
2	Connection Introduce	Conducted on an irregular basis according to your company's business conditions, etc.															
3	Project Introduce	Conducted on an irregular basis according to your company's business conditions, etc.															
4	CEO Workshop																
5	Event Invite	Conducted irregularly															
6	Introduce via SASAL HP•SNS													After 3 months contract period			
7	Able to post SASAL, INC as an advisor in client's HP.													After 3 months contract period			

- 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.
- If there are further proposals, SASAL, INC will propose them with the budget.
- Documentation does not contain this advisor's scope. If you need documentation, we will contract again after submitting the estimate.

# PROJECT APPROACH

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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	2 <sup>nd</sup> Meeting	<ul style="list-style-type: none"><li>Meeting will be hold based on the client's schedule.</li></ul>	Clients and SASAL, INC	Follow Client	Not Started
3	Contract	<p>After the first meeting, SASAL, INC send the information. Please reply.</p> <ul style="list-style-type: none"><li>NDA</li><li>Basic Contract</li><li>Project Contract</li></ul>	Clients and SASAL, INC	Follow Client	Not Started
2	1 <sup>st</sup> Meeting	<ul style="list-style-type: none"><li>Meeting will be hold based on the client's schedule.</li></ul>			
1	Payment	Payment is required through the <a href="#">PayPal link</a> . After payment is received, please register for the <a href="#">conference</a> .	Clients and SASAL, INC	Follow Client	Not Started

# 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

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# SASAL, INC

## Company Profile

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SASAL, INC

\*Feb 2024 Status

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	<u><a href="https://sasalinc.com/">https://sasalinc.com/</a></u>
Contact	<u><a href="https://sasalinc.com/contact/">https://sasalinc.com/contact/</a></u>
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

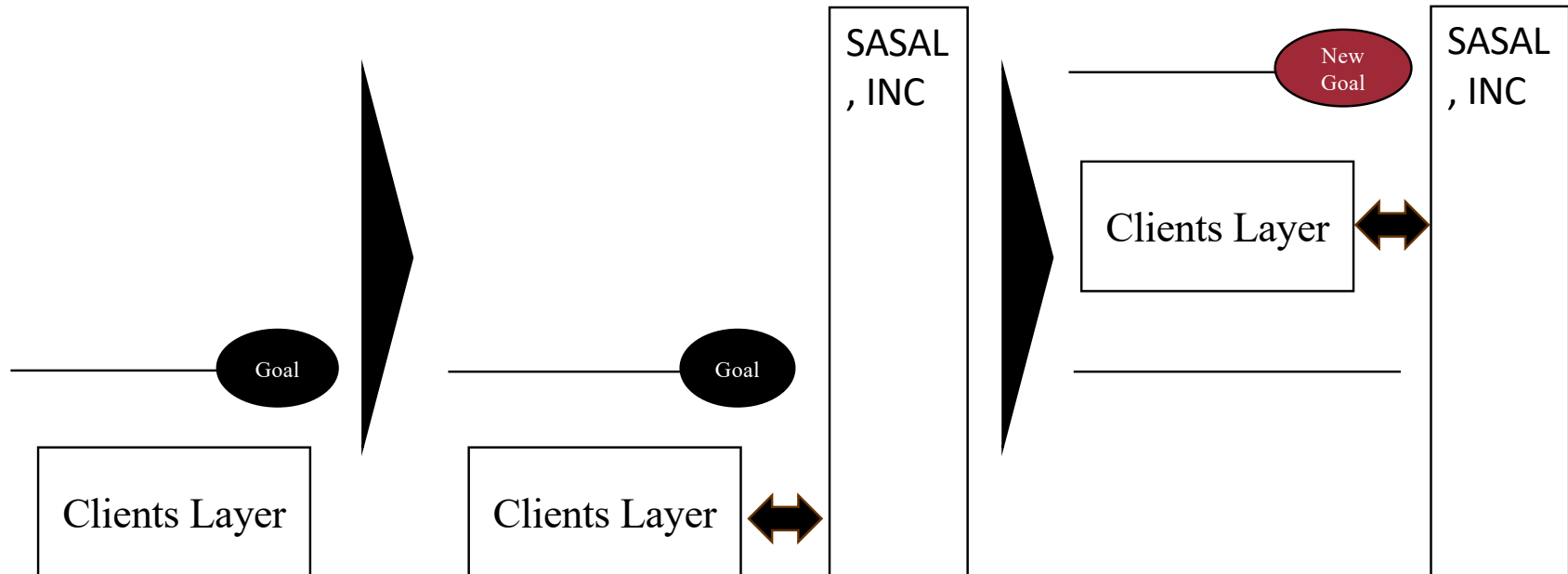
Clients have direction, but clients are not able to do so for some reason.

### 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.



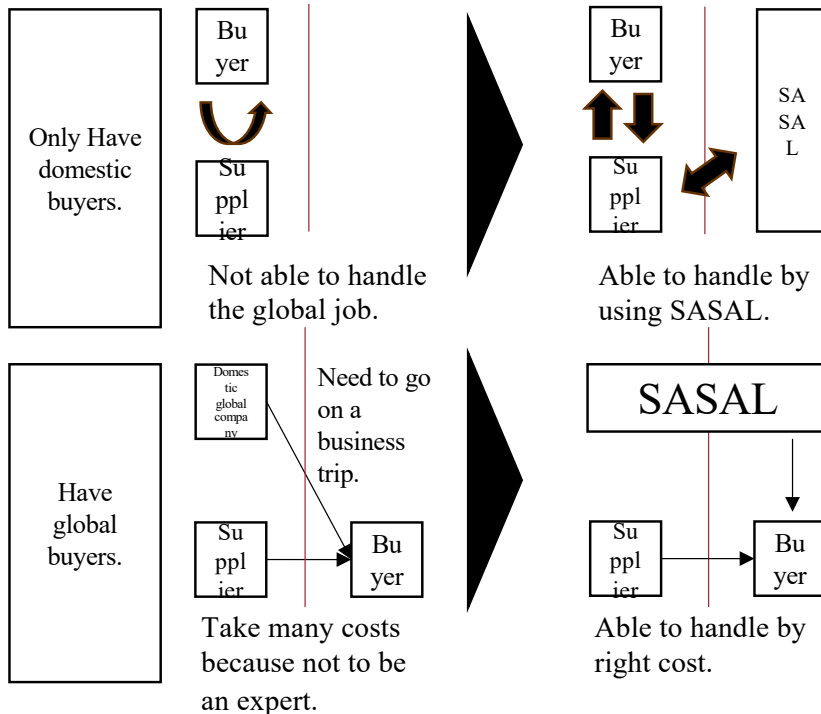
# SASAL, INC

## How to Use SASAL, INC

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

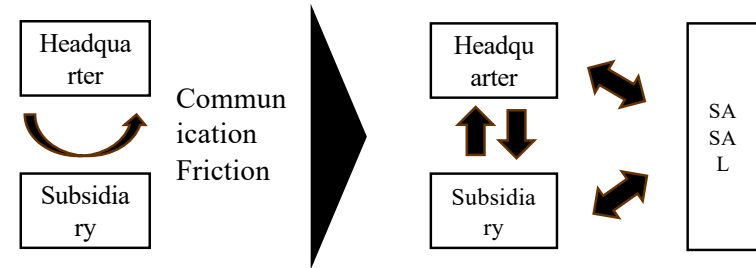
### Domestic Company

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> |

# SASAL, INC

## Service

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SASAL, INC

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.

Title	PERSON	PROJECT
<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

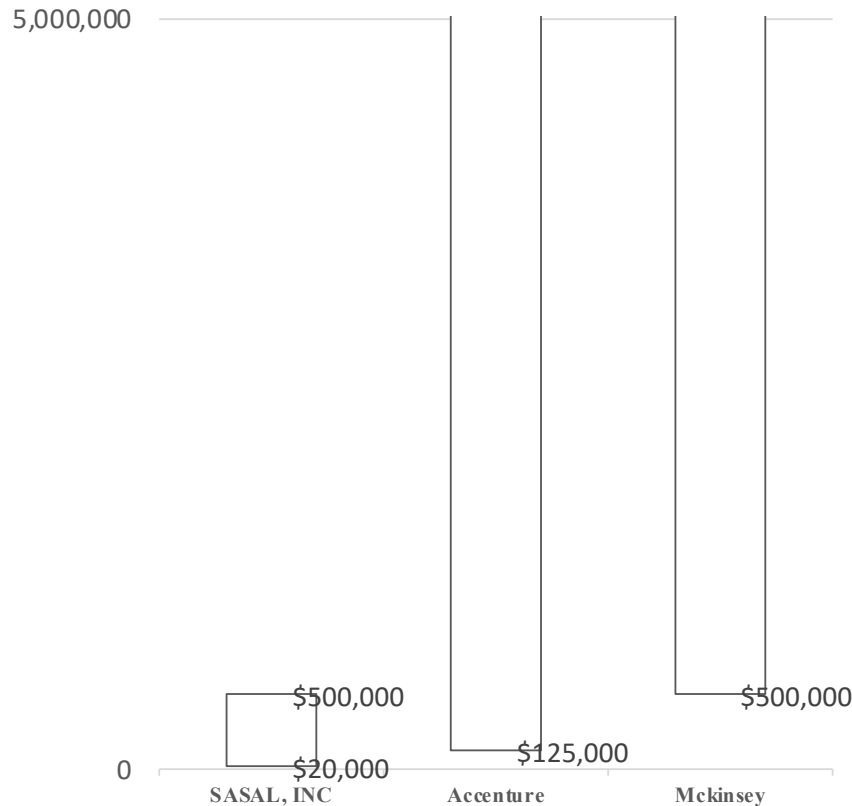
## Project Cost Range

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SASAL, INC  
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).



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

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

**Thank you for reading this document.**