

【White Paper】
New Business Planning



Agenda

Agenda

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SASAL, INC

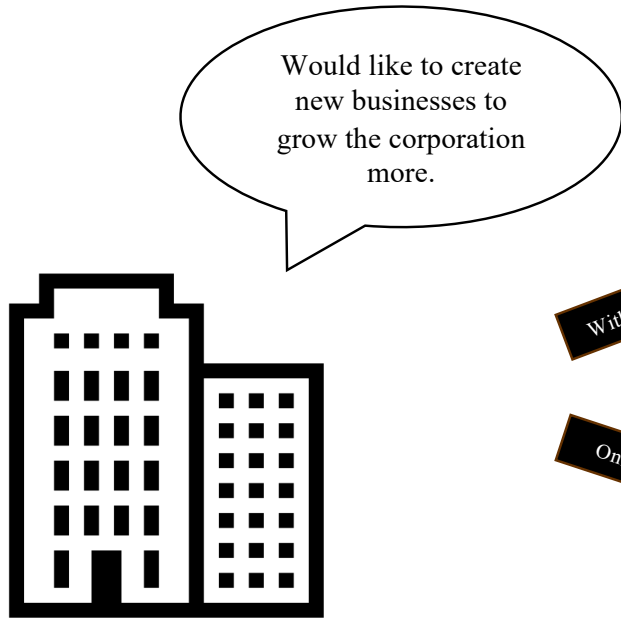
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PROJECT APPROACH

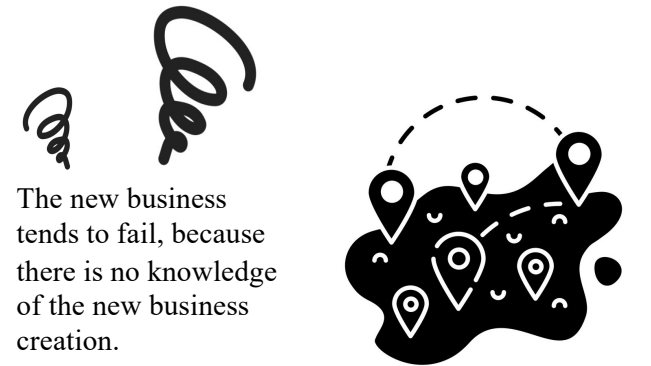
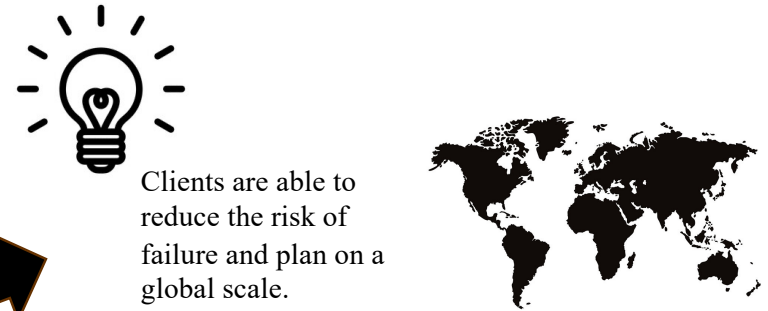
ASIS_TOBE

For the right strategy, it is better for the client to rely on the strategy specialist corporation to succeed in the business.

ASIS

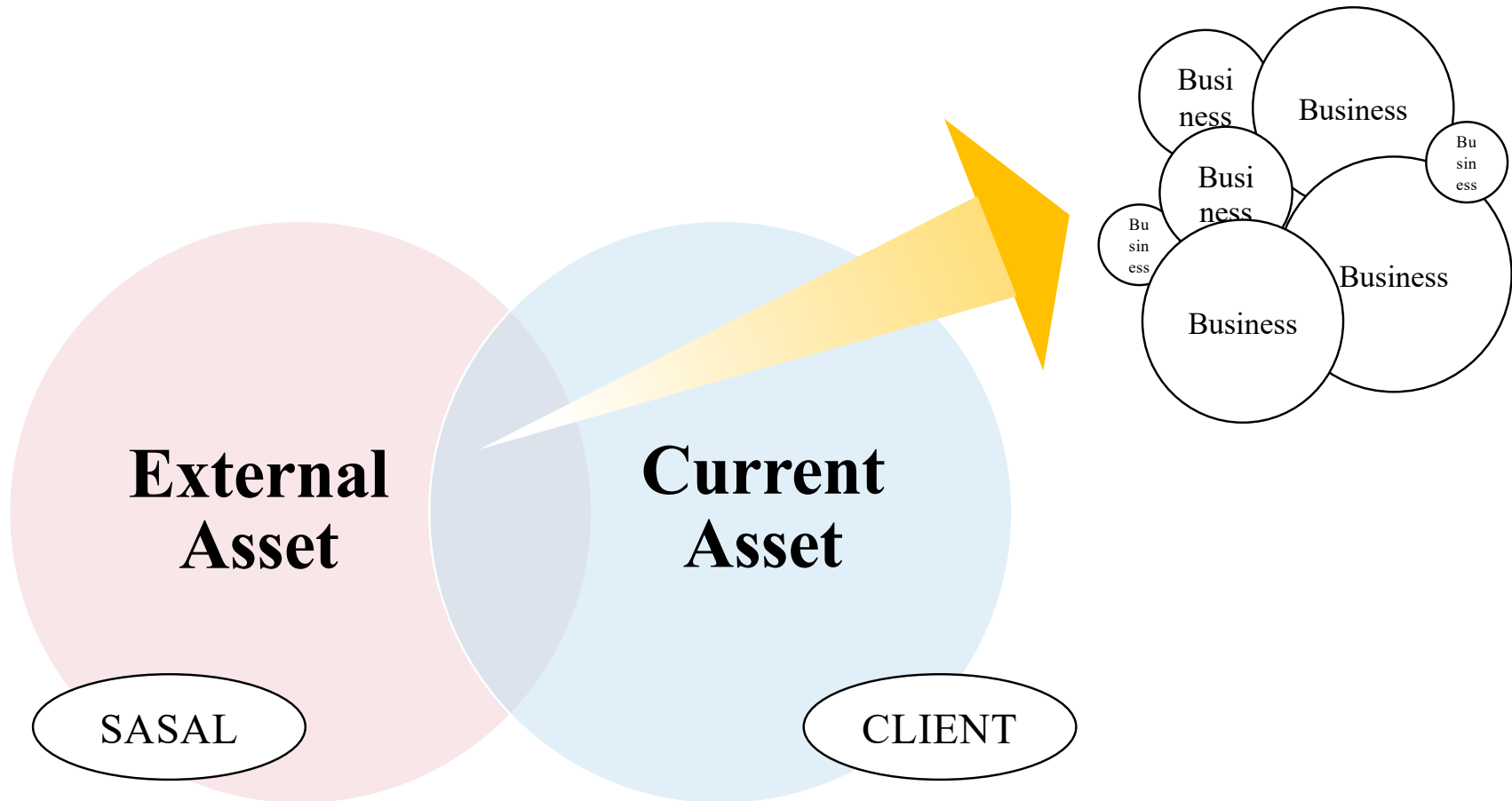


TOBE



PROJECT APPROACH DIRECTION

By making use of the external knowledge and current assets, clients are able to create only your corporation's assets. To create the external knowledge, it is better to rely on the external corporation.



PROJECT APPROACH

Timeline

Those are the basic processes of the new business planning. In this service SASAL targeting on the business planning as a scope.

Service Scope

Title	1st Year				2nd Year				3rd Year				4th Year			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Business Planning	■	■	■	■												
Ideation	■															
Business Model Creation		■														
Alliance			■													
Summarize				■												
Preparation					■	■	■	■								
Business Launch									■	■	■	■				
Analysis & Operation													■	■	■	■

PROJECT APPROACH OUTPUT

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Based on the number of the business idea, we create documents. In this service, we estimate that there will be almost three business plans. Clients are able to operate the business by seeing these documents.

No	Title	Subtitle
1	Business Overview	-
2	Business Concept	-
3	Employee Situation	-
4	Environmental aspects such as competition and market size	-
5	Current situation, including strengths and weaknesses of the company	-
6	Overview of services and products	-
7	Sales strategy and business model	-
8	Structure and workforce planning	-
9	Financial planning	Profit and Loss
10	-	Cashflow Statement
11	-	Balance Sheet

PROJECT APPROACH

OUTPUT IMAGE

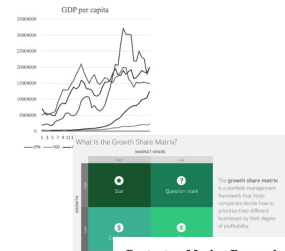
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Below is an example of our past materials. SASAL plans to submit materials to our clients using the following output format.

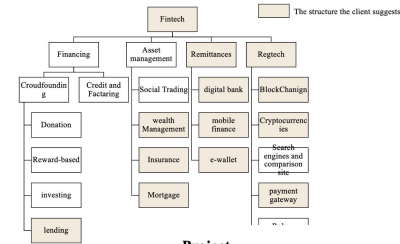
Contents > Output Details > Market Research > High Layer Research

High Layer Research is targeting on 19 countries.



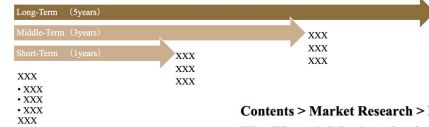
Contents > Market Research > Low Layer Research > Fintech Structure

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



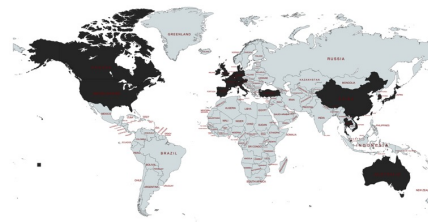
Project Business Plan Introduction

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.



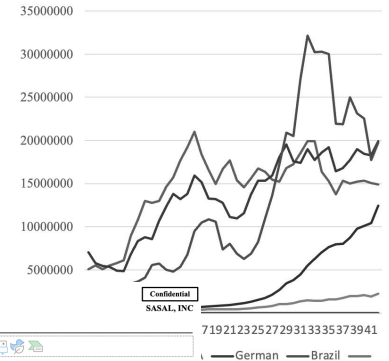
Client Region

Those are the reason of the client office in global.

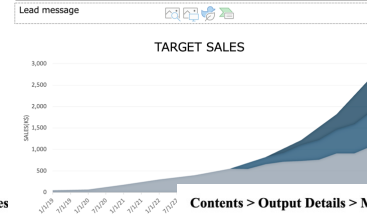


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GDP per capita



PROJECT Target Sales



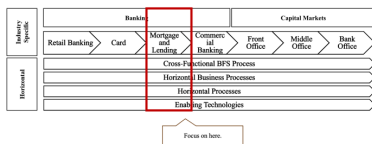
Contents > Market Research > Low Layer Research > Telecommunication Companies

Those are the examples of the company.

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

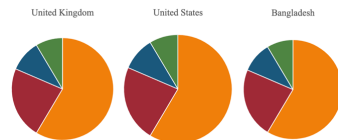
Contents > Company Strategy > Value Chain

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



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

Lead message



• 1st Qtr • 2nd Qtr • 3rd Qtr • 4th Qtr • 1st Qtr • 2nd Qtr • 3rd Qtr • 4th Qtr • 1st Qtr • 2nd Qtr • 3rd Qtr • 4th Qtr

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

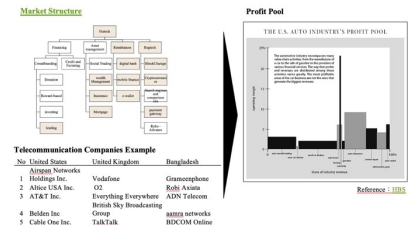
The US market is most wide in the Global.



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

Contents > Output Details > Market Research > Low Layer Research

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



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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"> • From Client <ul style="list-style-type: none"> • Share any other information. • Asking the questions. • From SASAL, INC. <ul style="list-style-type: none"> • Decide the per two weeks meeting day. • Share the folder of the file. • Decide the timing of PDF Share.
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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PROJECT APPROACH

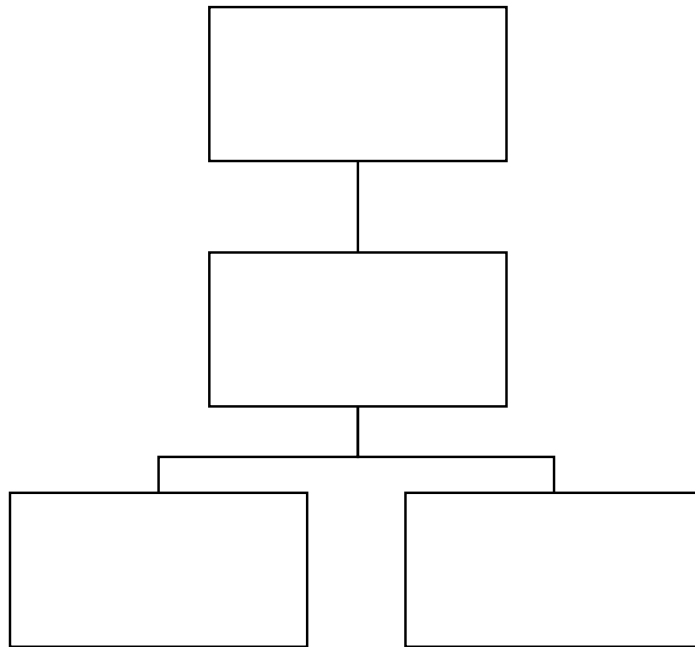
Structure

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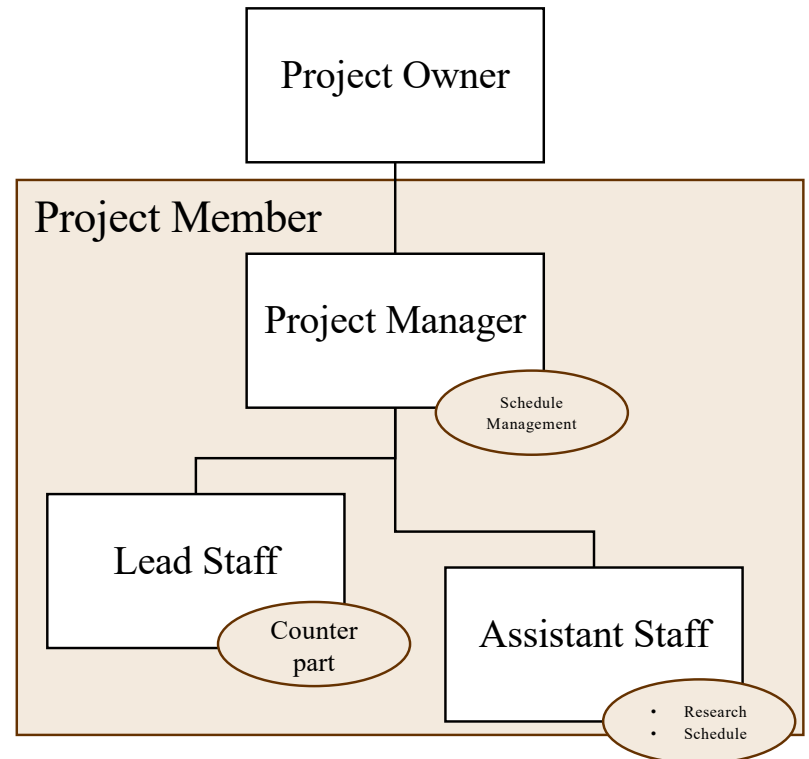
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XXX

Client



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PROJECT APPROACH COST

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This is the cost of the this service.

Business Plan Creating

Total : \$360,000- (+ Tax)

Attention

- Clients are able to quit this service per month.
- 30,000 (+ Tax) / Month

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
-------------	-------------	-----------

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

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Company Profile

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*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
	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	https://sasalinc.com/
Contact	https://sasalinc.com/contact/
History	<ul style="list-style-type: none">• 10/2022 SASAL, Inc. Established in Japan.• 07/2023 SASAL, Inc. Established in the US.

Management Philosophy

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



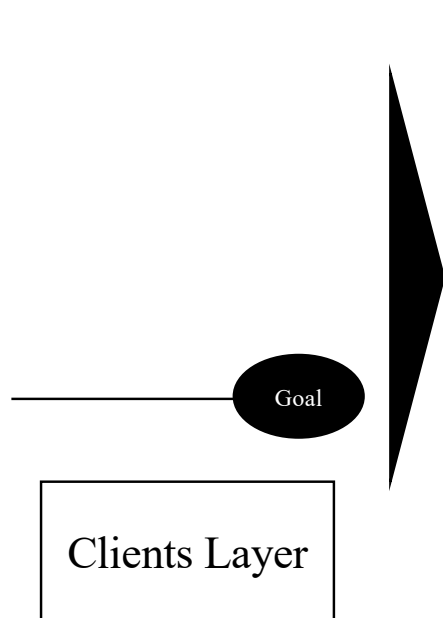
SASAL, INC

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.

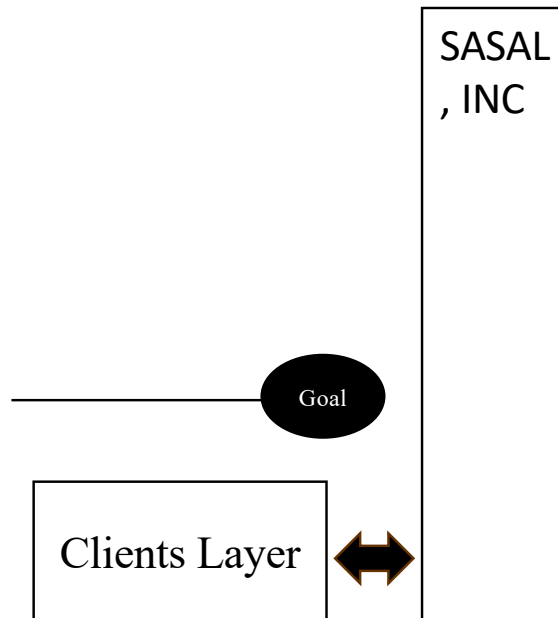
1st

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



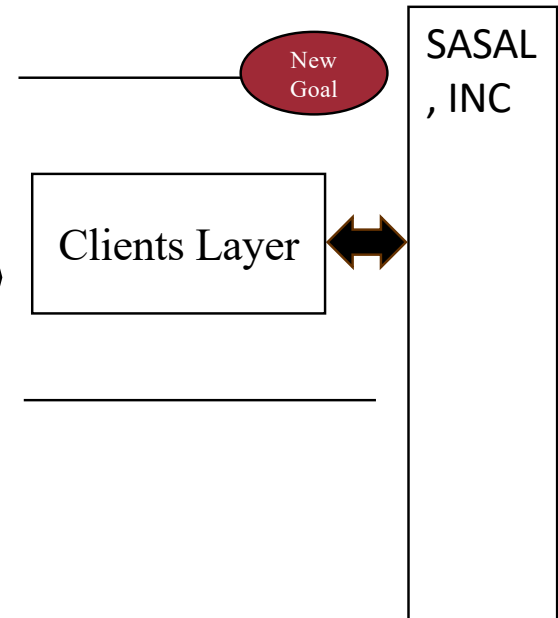
2nd

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.



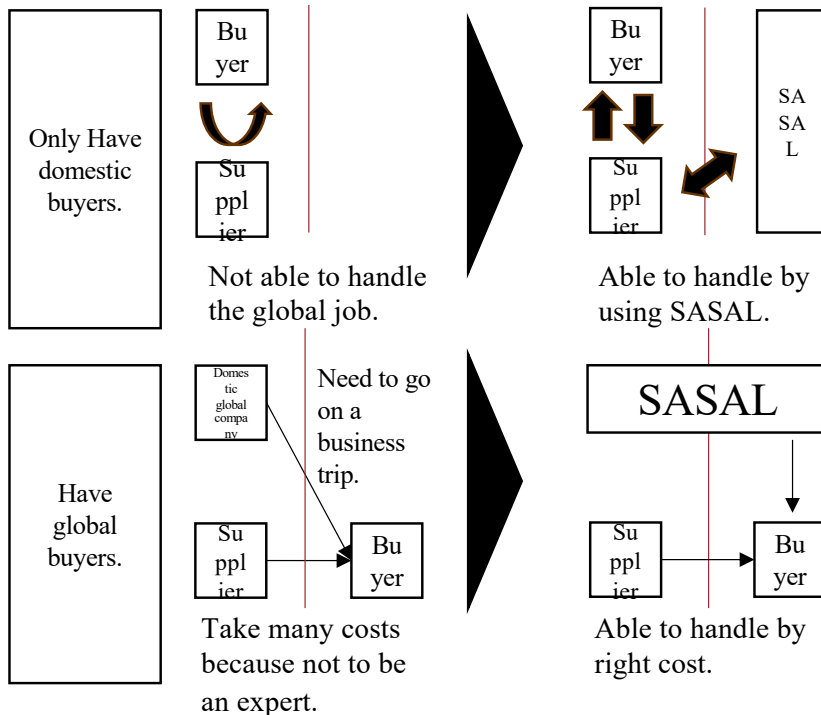
SASAL, INC

How to Use SASAL, INC

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

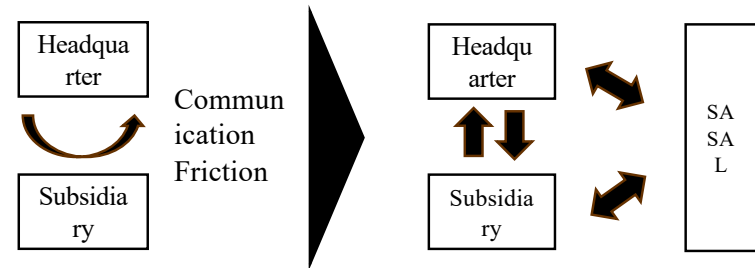
Domestic Company

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 ...

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

SERVICE

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	PROJECT
Contents	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.
Cost	\$100,000 – \$1,000,000 / Project
Team	3 months / 6 months / 12 months etc.,
ATTENTION	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.



CONTACT

SASAL, INC

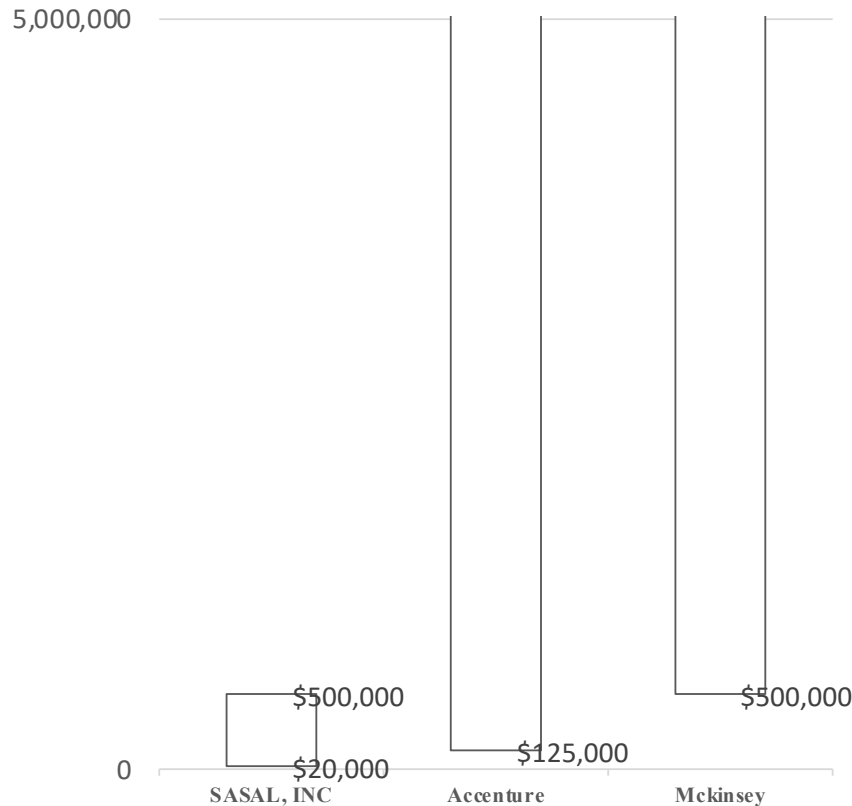
Project Cost Range

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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).

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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.