



1 **1. Quick facts**

Supplier	Anna Klissouras Solutions Single Member PC Fragkokastelou 12 73133 Chania Greece EU VAT ID: EL 802207592 Business Registration Number: 172124558000 www.anna-klissouras.com
Client	anonymous
Deliverables and fees (excl. VAT)	Base deliverable: March – June 2024: Development of a go-to-market strategy (42.600€) Optional add-on deliverables: <ul style="list-style-type: none"> • July 2024 – March 2025: Marketing asset toolkit (36.600€) • March 2024 – March 2025: 50 hours consulting package for free scheduling by X for ongoing support (10.000€) Travel costs and third-party costs for marketing campaigns or assets (eg Google Ads campaign, social media Ads, events, videos, etc.) are not included.
Terms	Anna Klissouras Solutions <u>standard terms and conditions</u> apply
Supplier contact	Anna Klissouras, owner. anna@Cutcross.com
Client contact	anonymous

2 **2. Customer Challenge**

3 X is an aspiring manufacturer of atmospheric water generators (AWG) and bottled water based in x. Within
 4 the AWG industry, x aspires to create a competitive advantage by being best in class in water extraction
 5 efficiency of its generators. Within the bottled water industry, x aspires to be the first global company to
 6 sell AWG-produced bottled water to consumers with a premium, sustainable positioning.

7
 8 For its bottled water business, X aims to reach 16 million USD sales in Year 2 (based on 51 million gallons
 9 production), 26 million in year 3 and 30 million yearly between years 4 and 6. X has a tentative strategy to
 10 start sales in x and x and then expand into x and x, and set a tentative pricing of 0.35-0.38 €/liter, putting it
 11 between the average bottled water price and gourmet waters such as Pellegrino (priced at 0.45-
 12 0.60€/liter).

13
 14 X recently received a 30 million USD investment and is now in the process of setting up its business,
 15 aiming for a launch of both business lines between March 2025 and September 2025.

16
 17 While the AWG business line is on track, a business development strategy for the bottled water business
 18 is currently not in place and needs to be created until December 2024. Cutcross has been requested to
 19 support in this.

20 **3. Support capabilities of Cutcross**

21 Cutcross is a strategy consultancy providing business solutions, communications strategies and project
 22 management. It was founded by Anna Klissouras in September 2023 and is currently a single owner
 23 company without employees with an aspiration for future growth.
 24

25 Anna Klissouras has 15 years experience in communications (marketing, PR, public affairs), business
26 development, programme development and partnerships, and complex project management as a senior
27 manager at Amazon, her own start-up, a solar technology company and the United Nations. She has
28 profound experience with international management and new business ventures. She holds a dual degree
29 from a top business school (ESCP Europe, MDI India) which she passed with distinction (top 10%).
30

31 Advantages: 1) Cutcross will be able to support X in terms of solution design, marketing insights and
32 strategy, project development and management and creative production of marketing assets; 2) Higher
33 speed, versatility and a more competitive price compared to established strategy consulting companies;
34 3) Higher competency compared to junior employees; 4) Higher strategic and financial flexibility
35 compared to senior fixed employees. Limitations: 1) Company size, which may require task-based
36 support by freelancers (eg ads campaigns, video production, event organization etc.); 2) A lack of specific
37 industry knowledge; 3) A focus of past experiences on B2B marketing rather than B2C marketing.

38 **4. Proposal**

39 Cutcross proposes to support X with a foundational go-to-market strategy, and optionally: 2) a marketing
40 toolkit to support implementation, and 3) an additional package of consulting hours for on demand
41 support.
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43 **1. Go-to-market strategy**

44 The deliverable will be a written analytical paper with the purpose to lay the foundation for X's business
45 development strategy, targeted towards X management and as optional background read for
46 implementers. It is recommended to use this paper as a living document which is updated over time and
47 serves as a one-stop shop to align teams on the strategy. At the stated fixed price, it will include the
48 following contents:
49

50 **a) Market and company Analysis**

- 51 - *Analysis of bottled water industry environment (supplier power, buyer power, threat of substitution,*
52 *threat of new entry, regulatory environment)*
- 53 - *Competitive analysis*
- 54 - *SWOT analysis of company*
- 55 - *Customer insights by geographies (preferences, trends, target group clusters, buying behaviour)*
- 56 - *Summarized learnings from company case studies: Wins and fails*
57

58 **b) Marketing and sales strategy**

- 59 - *USP and positioning*
- 60 - *Target markets*
- 61 - *Target customers*
- 62 - *Pricing*
- 63 - *Sales channels*
- 64 - *Marketing channels*
- 65 - *Product development (product design, potential product variations, certifications, awards)*
- 66 - *Branding concept (name, corporate design, mood board, messaging, slogan)*
- 67 - *Customer testing and strategy adjustments*
68

69 **c) Tactical plan**

- 70 - *Customer acquisition plan*
 - 71 ○ *Pre-launch (PR relationship and buzz creation, relationship building with sales channels,*
72 *marketing partnerships)*
 - 73 ○ *Launch tactics (launch events, PR, promotions)*
 - 74 ○ *Post launch tactics (promotions, PR)*
- 75 - *Customer retention (customer engagement, loyalty programme)*
- 76 - *Strategic partnerships*
- 77 - *Implementation recommendations (agencies, tools)*

78 **d) Appendices:**

- 79 - *Analytical details on the market and the company*
80 - *Case studies from other companies for learning (wins and fails, inspirational examples)*
81 - *Business development ideas which are outside of the scope of the client request (product*
82 *development ideas, market expansion ideas)*

83

84 Required information for the development of this strategy by X are as follows and will be obtained via
85 information submission by X as well as manager and investor interviews:

- 86 - Investor pitch deck
87 - Business plan
88 - Information about the product, its USPs, certifications
89 - Legal compliance and certification requirements of target markets
90 - Information about sales goals and target pricing
91 - Information about cost structure and margins. Specifically, what costs have been allocated to
92 packaging?
93 - Target markets and selection reasons
94 - Production and sales capacities
95 - Export and logistical capacities
96 - Existing competitive overview
97 - Existing development plans (eg diversification into other types of water, eg flavoured, functional,
98 carbonated etc.)
99 - Available capacities to manage marketing and sales on an ongoing basis (website and social
100 maintenance, programme/partner management etc.)
101 - Available budget for the implementation of the marketing strategy

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103 Drafting of the strategy document contains one round of review and corrections after the completion of
104 each of the three chapters. Additional iterations will be billed as extra hours. The fee does not include any
105 implementation of plans or associated fees, but will give an indication of how much these will cost (eg ad
106 campaigns, sponsorships or commissions for partnerships etc.).

107

108 Alternatively, the client can 1) reduce or expand scope of the strategy, which will change the stated fixed
109 price, 2) break up the deliverables into separate tasks, billable separately, or 3) develop the strategy
110 together with Cutcross based on the stated hourly rate.

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112 **2. Marketing toolkit**

113 The Marketing Toolkit will be designed to help teams implement the strategy with ready-made assets. At
114 the stated fixed price, the toolkit will contain:

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- 116 a) Corporate design (logo, colours, fonts, images)
117 b) Email and letter templates
118 c) Bottle and packaging design
119 d) Website
120 e) Company brochure
121 f) Product brochure
122 g) Social media videos and infographics
123 h) Merchandise gifts
124 i) Press kit

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126 Development of the toolkit contains two reviews of proposals with the client. Additional iterations will be
127 billed as extra hours.

128

129 Alternatively, the client can 1) reduce or expand scope of the toolkit, which will change the stated fixed
130 price, 2) break up the deliverables into separate tasks, billable separately, or 3) develop the toolkit
131 together with Cutcross based on the stated hourly rate.

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Consulting proposal for an innovative bottled water start-up

Company data is anonymized and replaced by "X"



133 3. Ongoing consulting and support

134 Cutcross will provide ongoing support for the refinement and adjustment of the strategy based on
135 learnings and new requirements via a package of 50 hours which can be booked as per the preferences of
136 X and availabilities of Cutcross between March 2024 and October 2025. Cutcross guarantees an
137 availability for X for at least 2 hours a week. Deliverables can be set freely by X, and may for example
138 include:

- 139 - Consulting or brainstorming meetings
- 140 - Research or strategy drafting desk work
- 141 - Creative design and asset production
- 142 - Project and campaign management
- 143 - Service provider management
- 144 - Political lobbying

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146 4. Proposed timeline and break-down of costs:

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Deliverable	Delivery time	Estimated time invest	Fee
1) Go-to-market strategy	March – July 2024	213 hours	42.600€
• <i>Data gathering and interviews</i>	March 2024	8 hours	1.600€
• <i>Market and company analysis</i>	March – April 2024	38 hours	7.600€
• <i>Marketing and sales strategy</i>	April – May 2024	100 hours	20.000€
• <i>Tactical plan*</i>	June – July 2024	67 hours	13.400€
2) Marketing Toolkit	July 2024 – March 2025	198 hours	36.600€
• <i>Corporate design</i>	July 2024	19 hours	3.800€
• <i>Email and letter templates</i>	July 2024	5 hours	1.000€
• <i>Bottle and packaging design</i>	July-August 2024	48 hours	9.600€
• <i>Website**</i>	August 2024	48 hours	9.600€
• <i>Company brochure***</i>	August 2024	10 hours	2.000€
• <i>Product brochure***</i>	August 2024	10 hours	2.000€
• <i>Social media videos and infographics</i>	January 2025	48 hours	9.600€
• <i>Merchandise gifts***</i>	January 2025	5 hours	1.000€
• <i>Press kit</i>	January 2025	5 hours	1.000€
3) 50 hours consulting support	March 2024 – October 2025		10.000€

148 *Includes recommendations, not implementation

149 **Additional limited expenses for website hosting will apply

150 ***additional print/production costs will apply

151 5. Next steps

- 152 - February: The client selects the preferred deliverables and adjusts their scope according to his needs
- 153 - February: Cutcross adjusts proposal
- 154 - February: Cutcross and the client draft and sign an agreement with detail level deliverables and
155 timelines and an NDA
- 156 - March: Cutcross drafts project plan(s)
- 157 - March: Kick-off implementation via a questionnaire by Cutcross to X with a request for further
158 information

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