



**WE'RE YOUR **GO-TO** IF  
YOUR BUSINESS WANTS  
TO **GROW TO \$20M.****

[www.neostrategy.in](http://www.neostrategy.in)



**NEO BUSINESS ACCELERATION**  
**NEO GROWTH MAP**  
**NEO ENTREPRENEUR COACHING**

WHAT WE DO

GROWTH STRATEGY  
+ 360°  
TRANSFORMATIONS

WHO WE HELP

GROWTH-STAGE  
BUSINESSES  
+ ENTREPRENEURS

WHAT IS STRATEGY? WHO NEEDS IT?

We live in an era of **disruption**. To grow and stay ahead of the competition, we need more than talent and information. We have to **anticipate change** and deliberately choose to be **different**. We have to balance long-term planning with rapid experimentation, problem-solving, and implementation. This is what good strategy is and **everyone** needs it!

WHAT'S NEW ABOUT NEOSTRATEGY?

**NeoStrategy is a one-stop shop** for scalable small-to-medium businesses. We are flexible and affordable like single-segment consulting firms, but provide the holistic and in-depth treatment of premium full-service firms. Our proprietary **PBI approach** allows us to see the big picture of the **People, Business, and Innovation** pieces of each organization's growth puzzle. **Rapid experimentation** helps us generate solutions at a lower cost and **guarantees accelerated growth** for our clients. Finally, our **hands-on** and always-there attitude secures the full trust of our clients.



"DO IT YOURSELF"

- ▼ slow
- ▼ stressful
- ▼ high cost in long run



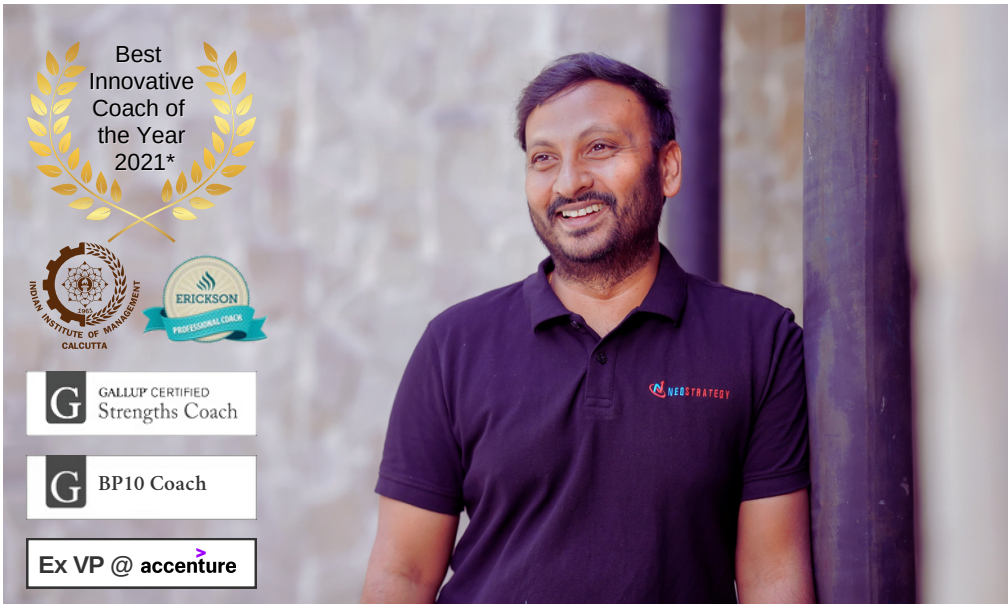
MULTIPLE CONSULTANTS & TRAININGS

- ▼ slow
- ▼ inconsistent growth
- ▼ more expensive



ONE-STOP NEOSTRATEGY

- ▲ rapid
- ▲ sustainable growth



## KISHORE YASARAPU (YK)

Founder & Lead Strategist, NeoStrategy

YK considers himself lucky. He is one of the few who are able to align their personal values and innate strengths with the work that they do. As our Lead Strategist, he has used his strengths of **problem-solving, ideation, empathy, and futurism** to transform **50+ businesses** and **200+ people**.

But, before he ditched his suits for jeans and t-shirts in 2018, he had the typical (and literal!) high-flying career of the **corporate IT** professional. He had lived and worked on three different continents, and earned a dozen different degrees and certifications. Still, something was missing.

His aptitude for out-of-the-box thinking and value of **freedom** finally led him to strike out on his own. And with the instant hit of his **entrepreneurial growth** formula, he has never looked back. A big part of his mission is to help others experience the magic of having their values and talents come together in **creating innovative businesses**.



← Book a FREE Strategy Session with YK

Save YK's contact details as a vCard →



## NEO BUSINESS ACCELERATION

1 Year +

### A 1:1 Program For Building \$20M Businesses

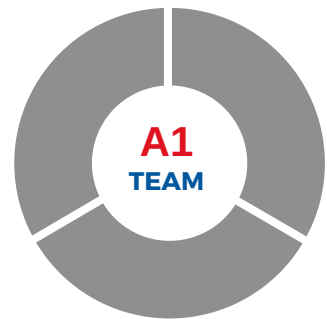
This is the best choice for an **in-depth, 360°** transformation of your business. Our flagship offering methodically revamps the **11 essential business players** that will win you the **\$20M revenue** game. Our approach is **tailored**, so your needs always dictate our journey together. And we stay accountable just like a **co-CEO** would, working by your side until we reach your goals. Here is a quick look at 5 of the 11 players that guarantee our success.

#### BUSINESS MAP

Although **strategy** is essential at every stage, this is where it is our hero. We'll analyze your **business health** in-depth, define a robust **vision**, and map our progress forward.

#### A1 TEAM

Research shows that successful businesses are led by teams that fulfill **3 key roles**. You'll learn how to **scientifically** identify and map leaders to those roles, and how to fill gaps if any. (This is where many founders and entrepreneurs have their **aha moment!**)



#### STRENGTH-BASED ORGANIZATION

The strengths-based science of setting up your A1 team is similarly harnessed for organization-wide gains in **employee productivity and retention**. You'll also learn how to set up best processes to hire **goal-crushing talent**.



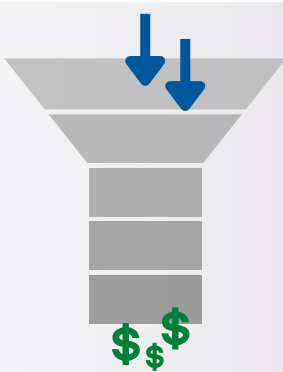
"YK has helped me and my team be more effective. We finally have the plan and processes to take us to the next level."

**SANJAY RAGHAVARAJU**  
Founder & CEO, 33 Holdings

"Entrepreneurs face new challenges and unknowns every day. YK has helped us navigate them with confidence."



**AJAY KUMAR KONDA**  
Co-Founder & CTO, Prowess Software



**SALES AND MARKETING**

Whether you have full-fledged sales and marketing teams or are starting from scratch, there can be no growth without them. We'll teach your sales teams to **focus on solutions** rather than simple targets and set up **marketing strategies** based on **empathy** for your clients.

**NEOPRODUCTIVITY**

If you get enough items off your to-do list, you are productive, right? Wrong! You'll learn that there are actually 4 **fundamental layers to productivity**. We'll teach you how to avoid time-killers and get your **most important** work done in **fewer hours** per day.



**IS NEO BUSINESS ACCELERATION RIGHT FOR YOU?**

THE PERFECT FIT IF	NOT THE RIGHT FIT IF
You own a scalable business.	You are a nascent startup.
You want sustainable growth.	You can't invest > 1 year.
You see challenges as opportunities.	You are uncomfortable with innovation.

## NEO GROWTH MAP

4 - 6 Months

### A Small-Group Program to Map Paths to Rapid Growth

A common misconception is that setting up and scaling sales and marketing teams are time-consuming and expensive. They can be, especially if you are just entering the growth stage and your strengths lie on the technical side. But they don't have to be.

Our **science-based, proven growth roadmap** will help you set up effective strategies and processes that will not only grow you **exponentially**, but convert your clients into your **biggest fans**. Better yet, this program is also a **business mastermind**, so you'll have a community of similarly **ambitious, hand-picked entrepreneurs** you can share your journey with and learn from.



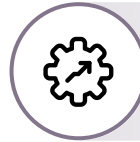
Validate your offerings so you know their worth.



Formulate your **ICP and USP** to convince prospects.



Design a **pilot growth map** you can test.



Craft a **results-oriented** sales process.



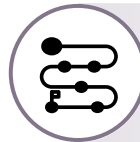
Master the **ABM approach** for swift conversions.



Learn when and how **account mining** works best.



Discover and use your secret **relational capital**.



Develop a **final roadmap** that's perfect for you.



"YK is refreshingly hands-on and has helped us set up our Sales STEP- Strategy, Team, Engine, and Process- with ease."

**NAVEEN PUTTAGUNTA**  
Co-Founder & CEO, Divami Design Labs

## NEO ENTREPRENEUR COACHING

< 1 Year

### 1:1 Strategy Making Good Entrepreneurs Great

Founding and running businesses are not easy tasks. It is natural for an entrepreneur to spend most of their time on managing people, money, and things. Yet, a large part of the **systems and the culture of organizations** flow not from knowledge and training, but from the founders themselves.

No matter how experienced you are, you will benefit from a seasoned coach asking you the **right questions** and **challenging your assumptions**. Here are a few ways you'll benefit from our completely customized program:

Dive deep into your **psychology**- your strengths, beliefs, and values. Craft your **entrepreneurial vision**.

Eliminate your personal blockers and harness your **boosters**.

Spot common errors in **decision-making** and learn to manage **uncertainty** and change.

Understand and harness the 4 layers of **NeoProductivity**.



"YK's advice is based on a solid, scientific foundation. His human-centric, holistic approach makes him highly effective."

**PRAKASH DANTULURI**

Founder-CEO, Bulbul Apps + The Getaway

"YK has my respect as he is unafraid to ask questions and his thinking comes from deep knowledge and sound logic."

**RAJ PYLA**

Chairman & MD, Ben Franklin Opticians



**BUSINESS CLIENTS FROM 10+ SECTORS**



**50+** BUSINESSES TRANSFORMED

**200+** ENTREPRENEURS AND EXECUTIVES COACHED

**1000 CR+** COMBINED REVENUE (INR)

**10+** INDUSTRIES SERVED IN **6+** COUNTRIES





## BUSINESS CLIENTS FROM 10+ SECTORS



## HIGHLIGHTS FROM 2018 - 2021



# Real Estate & Manufacturing



# Healthcare & Hospitality



# Others Industries

