

DeClutter

A journey from clutter to clarity



 **Samkit Shah & Bhushan Gajaria**

samkit.shah@alignedpillars.com

Why? DeClutter

1 Entrepreneur's Canvas

Starting point of entrepreneurship is like an artist visualizing a painting they want to paint. But as they start to paint that imagination on a canvas, individual elements come together in a cohesive manner (with some final touches) to culminate into a complete story. And the artist's imagination comes to life, step by step, on the canvas for the world to see.

The journey of founders is somewhat similar – they identify a problem statement, work towards the building blocks of a business model and execute the plan for a successful business.



2 Navigating through the Journey

In order to etch their vision perfectly on the canvas, The Painter cannot afford to be distracted or feel compelled to cater to perceived tastes of the patrons. Similarly, The

Entrepreneurs too cannot succumb to various CLUTTERS, which may be due to internal factors or sometimes may even be due to external factors.

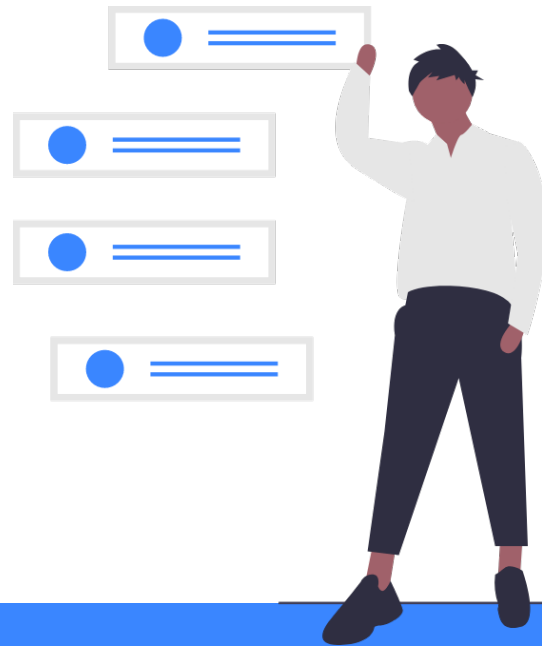
3 Clutter leads to Failure

Many a time, even the best concept has failed because of CLUTTER. Businesses sometimes pivot – may be in reaction to the competitive landscape or macro environment, the lure to capture opportunity wherever perceived, decisions to attract investors or the compulsion of getting into transactions to stay afloat. So much so that the business may go off track or even lose the purpose it started with. Hence it is essential to move from Clutter to Clarity. That is the purpose of the DeClutter Program.



Our Value

We help Entrepreneurs answer the 5 critical questions



1. Do you feel your growth is stagnated or results are not commensurate to many things that you are doing?
2. Is your identity aligned to your objective, aspiration and your strength?
3. Are all the business decisions aligned to your core identity, giving you scale and ensuring a competitive edge?
4. Is there too much to chew, but don't know what first?
5. Are your human, financial, technological and infrastructural capital aligned to your plan?

Our Approach

Idea, Focus, Priority, Resources

This is where we work with founders and promoters of businesses – whether it is to set a right-focused roadmap at the very onset or to help ‘DECLUTTER’ during the journey. We believe a business is about four key aspects – Idea, Focus, Priority and Resources (IFPR).



Idea

Define the Core Identity by taking a “blue sky” approach to explore all opportunities without any constraints



Focus

Define the boundaries to be clear on “what to do and, more importantly, what not to do at all.



Priority

Define clear priorities, trigger points and milestones of the business based on current stage.



Resources

Decide what resources the organization needs based on the set priorities and milestones.

DeClutter

Program Structure

Session	Outcome
DEBRIEFING	<p>Understanding of the business and promoters Here, we summarize the business journey and post the two most pertinent questions to the promoters</p> <ol style="list-style-type: none"> 1. "What do you want to be?" – A product company, service brand, technology company, aggregator, etc 2. "Which part of the value chain do you want to own?"
IDEA	<p>Starting with a complete Blue-sky approach, defining the BULL'S EYE –</p> <ol style="list-style-type: none"> 1. core identity 2. value proposition 3. ecosystem mapping and 4. business activity of the company
FOCUS	<p>Based on its impact on Business MOAT, Scale and Stretch, we clearly define what the company will focus on and what it surely will not (boundaries)</p> <ol style="list-style-type: none"> 1. What we will own and do in-house 2. What we will acquire or build 3. What we will outsource 4. What we will collaborate for 5. What we will not do
PRIORITY	<p>Clear focus further needs to have Set priorities across to execute based on their purpose -</p> <ol style="list-style-type: none"> 1. Tone – Drive efficiency and scale from existing operation 2. Build – Strengthen your capabilities and build new capabilities for long term growth 3. Run – Expanding the portfolio, scope and reach of the business <p>This will entail exercise to Set timelines and milestones based on Goals and Constraints as well as defining appropriate start trigger points</p>
RESOURCE	<p>A clearly defined roadmap of resource requirement and commensurate capital raise plan for each of the milestone</p> <ol style="list-style-type: none"> 1. Financial Resource 2. Human Resource 3. Infrastructure Resource 4. Intellectual Recourses

DeClutter

Program Design

Through our focused and structured 5 sessions spread over 5 weeks we work with Top Management to DECLUTTER and thereby to bring clarity to Business Direction



**5 Sessions spread
over 5 weeks**



**Documented
blue print**



**2 Monthly
reviews**

Post completion of Declutter Program we take 2 Review sessions.

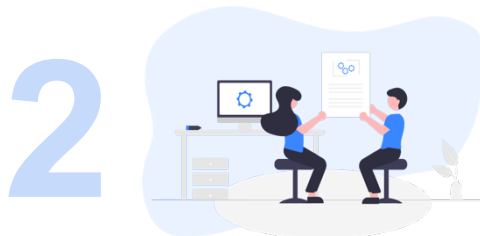


Who need to **DeClutter** ?



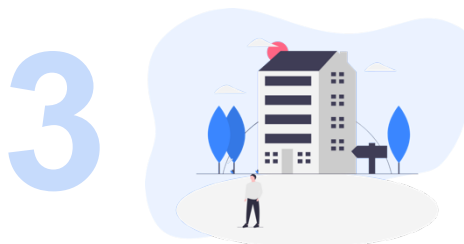
Startup Promoter

who have identified an opportunity and want to convert it into a scalable Business Model.



Early-stage Company

that is in execution mode, but somewhere believes that strategically next leap is required or mid-way lost the strategic roadmap.



An Established Company

that feels the growth has reached stagnation or competitive landscape needs them to do course correction.



A Well-Established Company

that is looking to venture into new business.

Industries we have catered so far

The I.F.P.R model is the fundamental base for any business to scale up. This is completely industry agnostic. Hence today we have successfully catered to companies of varied sizes and businesses which belong to distinctly different industries.



Gems and Jewellery



Chemical Industry



Food and Beverages



Automobile Industry



Waste Management



Marine Tourism



Technology Innovation

Our Testimonials



A Pan India Automobile service company

Prior to undergoing DeClutter programme, we were facing problem to clearly define our identity whether we are service company, aggregator or technology play. This led to confusion in our priorities and positioning. Declutter clearly helped us define our identity and thereby what we should focus on and what not. Now we exactly know what will be our market roadmap and technology roadmap for next few years.



A 40 year old Corporate kitchen

I came across Aligned Pillars at a junction where we were facing immense challenges in our business in terms of survival. We had to ensure that we tackle the issues not just to survive but to scale up. The IFPR model was just what we needed. With our limited vision, we were viewing the business as it had been over last 40 years. But now having gone through the program in depth, we feel much more confident to scale up and expand our possibilities. The program helps answer not just the strategic part but how it should be translated in execution to align all the aspects. We highly recommend Declutter as it is something we all face in our journey after few years. A fresh approach is needed to see the road ahead in new era.



A large multinational Chemicals company

Before the Declutter program, the direction of the company was unclear and the collective efforts were not channelized. We were trying to increase the value of the company in the coming years for a potential IPO. We found the IFPR model of Declutter simply brilliant as it gave us complete clarity on where we needed to deploy our time and resource for maximum returns. Bhushan and Samkit have rich experience in helping businesses scale up and they understood our challenge and dynamics very well. Now having gone through the program, we have set a direction in place which will help us to ensure our organization as a whole is aligned. We highly recommend Declutter for all those Businesses who want to get to the next level of growth and have a completely fresh perspective to their existing businesses.

Our Background



Bhushan V Gajaria

Partner

Aligned Pillars



Samkit Shah

Partner

Aligned Pillars

- 17+ years of experience in FMCG and Capital Market
- Worked on range of sectors like FMCG, Auto, Auto Ancillary, Media, Agri, Retail
- Investor and mentor with numerous startups and part of numerous incubators across India
- Worked on fund raises ranging from startups at concept level to large conglomerates like Adani Enterprises
- Awarded amongst the top 3 Auto Analyst by The Wall Street Journal in 2011

- 15+ years of experience of entrepreneurship and business coaching
- Strong track record of turning around, expanding and professionalizing a family run diamond business
- Responsible for expansion to manufacturing and handling businesses in India, China, Taiwan, Hong Kong, etc
- Does business coaching for numerous promoters and gen next of family businesses

Our 4D Model

At Aligned Pillars we follow a structured process to help businesses

Diagnostic

Assessing current health of the business



DeClutter

Bringing clarity to business model



Design

Aligning the business processes to be Execution Ready



Deliver

Handholding on Strategic Execution and Business Monitoring

Thank You

The logo for Aligned Pillars, featuring the words "ALIGNED" and "PILLARS" stacked vertically. The letter "I" in "PILLARS" is replaced by a stylized graphic of three vertical bars of varying heights, resembling a bar chart or a set of pillars.

ALIGNED
PILLARS

Samkit Shah & Bhushan Gajaria

samkit.shah@alignedpillars.com