

# BlueSense

Simplifying Challenges

# Problem

- Unstructured startups - startups usually want to grow quickly so are rather unstructured at the start which can cause troubles like bad hires, taking on the wrong clientele, overspending, to highlight a few.
- Uncommitted talent - talent hired, while good at their jobs are usually rather inexperienced at building organisations; this then causes startups to take considerable time + resources to building up talent to where they can begin to take initiative + build the right culture for the company.
- First time founders - founders although intelligent + well accomplished are usually new to setting up + running a business and require a robust support system. This also applies to established companies as CEOs + Executives are usually malnourished as far as constructive resources go.

# Solution

We are a support structure for startups + technology companies on the continent that are looking to build technology solutions to solve the needs of the continent.

## LEARNING

Research. Training. Workshops.  
Learning Management Systems

## STRATEGY

Product Development  
Business Structure  
X

## ADVISORY

Research. Advisory. Coaching

# Learning

We work with our clients to build + up-skill team capabilities and skills at every level and every opportunity. We do this to help build internal support, get to real issues, and reach practical recommendations. We bring out the capabilities of clients to fully participate in the process and lead the ongoing work.



# Strategy

We work with organisations like yours to plan for sustainable growth by identifying the issues unique to your company + develop a plan to help you attain your set goal. Our advice is based on a deep understanding of the stages of company growth from infertile through to maturity and diversification.

## PRODUCT

We help companies build + set up Products/services users love + then we structure a company around the product.

## STRUCTURE

Once we've gotten the products/ services offerings right - we then plot out the best structure for the company before bringing in the right people for the company

## PEOPLE

After getting the structure right, we then find the best talent in the market, assess them, train the qualified few + orientate them into your organisation.

# Advisory

Founders are arguably the most important group in an organisation. They usually have the most overt power and their decisions have implications for the entire organisation; yet the founding/ executive team is often poorly resourced to accomplish its tasks. Our advisory services creates a space for executives + founders alike to get replenished for their task ahead.

## RESEARCH

Research. Training. Workshops.  
Learning Management Systems

## ADVISORY

Founder Advisory.  
Team Advisory

## Analytics

BIG Data. Research. Analytics.

# How we work

**How we work** we assess your team to find out what challenges them on a day-to-day basis; then build out proactive solutions that equip your team with the knowledge and skills they need to solve pressing problems and attain set goals & objectives; with research from leading management schools.



# Key Partners



**Christian Reuben**  
Lead Partner

Christian has 15+ years of experience within CX, Advisory, Strategy, Learning Development, Operations, Finance, Training. Recent work focus has been centred around Strategy Development, Leadership Development, Systems Engineering, Executive Advisory, and driving Operational Improvements through Technology, Digitisation, + People Development.



**Emmanuel Thom-manuel**  
Operations Partner

Emmanuel is a multiple CISCO certified IT Specialist with 12+ years experience in planning, implementing and supporting network and security infrastructure in Canada, UK and Nigeria. He is currently supports BlueSense with infrastructure consulting projects when they arise.



**Seye Jimo**  
Creative Partner

Seye is an award winning still-life photographer and environmentalist. Inspired by nature, culture and happenings around her, she enjoys bringing this creativity to life on our projects. She looks at client issues from a unique perspective that allows her challenge the status quo + develop solid solves for pressing problems.

Natasha has a PhD in Risk Assessment Management and vast experience working in multiple Governmental sectors. She has a strong passion for addressing supporting organisations and driving company growth. With her concrete background in research, she builds strategy that helps our clients minimise business risks.



**Natasha Oyibo PhD**  
Research Partner



# Advisory



**Andrew Olaleye**  
Lead Advisory

15+ years of experience within Customer Experience, Strategy, Operations and Finance. Andrew has worked across North America, Europe, and Sub-Saharan Africa. Recent work focus has been centred around driving operational improvements through technology and digitisation.

Andrew is co-founder and COO of Lifestores Pharmacy, a chain of mass-market pharmacies in Nigeria. Previously, he was the Senior Manager of Supply Chain & Business Development at CHI Pharmaceuticals in Lagos, Nigeria. He received an MBA from Stanford University and a BA in Sociology/ Economics from Haverford College.



**Andrew Garza**  
Strategy Advisory

# Road Map - 2025

We believe Africa is growing to become the next big hub for startups; more specifically - Nigeria. With this in mind we are growing BlueSense to become the go to resource for startups in Nigeria + the continent. We are building the company to only be specifically focused on projects which will add significantly to the client's bottomline.



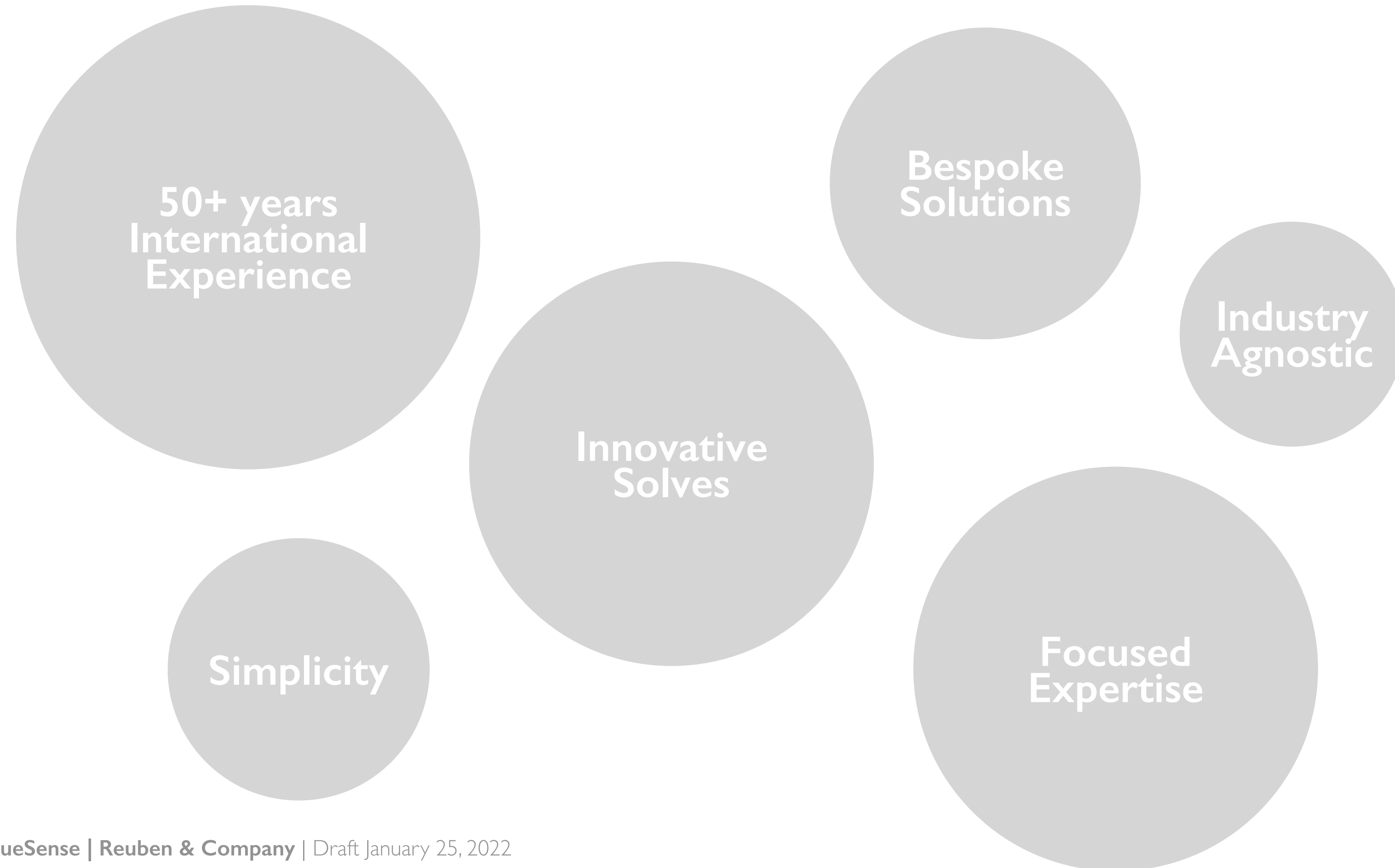
# Some Clients

## Startups



UNIVERSITY OF LEEDS  
Organisations

# Competitive Advantage



# Case Studies

## Hugo Technologies

In March 2017 we started a project for a company that needed to setup operations in Nigeria. The essence of the company was to build a data-entry centre in Nigeria for US large wholesalers. We mapped out a strategy for the company and built a business plan to help develop systems of operation. By August 2017, we had run assessment centres for over 300 qualified candidates and picked out about 20 candidates to setup the founding team.

We set-up a skeletal office in Ibadan of 5 data-entry staff. Setting up infrastructure for 24/7 fibre internet, 24/7 power, managed budgets, forecasts, US clients' expectations, hired, oriented, trained + trimmed team to help the business thrive. By August 2019, we had grown the team from 0 to 60 people with 15 virtual staff, 45 Ibadan staff + 10 Lagos staff. As at December 2020, the company had grown 200 staff strong with a country manager, C-Suite executives + an Executive board + an Advisory board.

We added ~~N~~5.2b value to the company's bottomline.

# Case Studies

## Hash Vest

Hash Vest is a US based fintech that allows immigrant communities in the US, invest in their local stock market back in their home countries. In July 2021, we started developing a Go-to-Market strategy for a fintech looking to set-up operations in the US. Our approach was firstly to understand what the company was trying to achieve. We then developed an action plan that we collectively agreed on would help the company attain set vision. We researched market clusters to understand the communities, their occupation of choice, the average household income, and buying power.

For the route-to-market, we conducted a market analysis (what does the market look like) to understand the user needs, market dynamics, client capabilities, competitors + possible partners. Market segmentation + selection (whom do we go after and how), allowed us understand how to target + segment the market-base. Our marketing mix study (what do we sell and where do we sell) helped us understand how to best price + promote the platform. User acquisition (how do we gain and retain customer) helped us understand potential user awareness, interest, evaluation + commitment to the product. All of this allowed us develop a strategy deck that helped the company gain 100K users to their platform in the first 90days.

We added ~~\$~~100M value to the company's bottomline.

# Case Studies

## MVX

MVX is a platform that allows users hire vessels, barges + ships for long term use / the transportation of cargo across Atlantic waters. In June 2021 we spoke with the leadership at MVX. We had to sit-down with each executive to figure out what their pressing challenges were. We also spoke with a few of their teammates to see how they navigate their roles + what challenges they had to deal with on a day-to-day. This helped us take a closer look at the situation + develop a leadership curriculum for the organisation.

We led an intensive leadership workshop for the company that allowed us showcase leading research in leadership + also illustrate our findings on the best solves for the challenges they were dealing with on a day-to-day. At the end of the workshop, we had a group case for the leadership to collectively solve. Since our workshop, staff retention at the company has grown by 17%, employee engagement has also grown to 85%. The leadership also work better, collaboratively + have better insights into their respective teams.

We added ~~£~~5M value to the company's bottomline.

# Let's Talk

We believe Africa is growing to become the next big hub for startups; more specifically - Nigeria. With this in mind we are growing BlueSense to become the go to resource for companies in Nigeria + the continent. Want to connect with BlueSense: to discuss possible consulting engagements, hiring us as your strategic partner to navigate these treacherous times, or just to schedule a call, please get in touch with us via contact info below, we love talking with businesses.

## **BlueSense | Reuben & Company**

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