



The Clarity Call

A 60-minute strategy session that can shift your trajectory.

One hour. One founder. One breakthrough.

Most founders don't lack drive. They lack precision.

The Clarity Call is a high-intensity, no-fluff strategy session designed to deliver one decisive insight — the kind that changes your next move.

This isn't coaching. It's not brainstorming.

It's strategic diagnosis — drawn from advising over 2,500 founders across capital raises, pivots, turnarounds, and growth inflection points.

What We Work On

- • Why your fundraise isn't landing — and how to fix it
- • How to redesign your funnel to convert at 5–10x
- • What to shift in your pricing model to unlock buyer belief
- • Where your go-to-market strategy is leaking momentum
- • What's blocking growth — and the one move that can unlock it

Who It's For

- • Founders who want sharp strategy — fast
- • Operators stuck in friction, fog, or fatigue
- • Teams navigating critical inflection points: capital, growth, turnaround, or market entry
- • Leaders who need external clarity before making high-stakes internal moves

What You Get

- • A 60-minute live strategy call
- • Full call recording (shared within 24 hours)
- • Summary document with distilled insights and action points
- • Option to explore deeper mandates — but only if aligned

What Founders Say (Redacted)

- • "One hour changed everything for us."
- • "It was the first time someone actually told us the truth."



- “More value than months of generic advisory.”
- “I would’ve paid double.”

Pricing

- Single Session: \$999 (Limited-time offer — standard \$2,499)
- Annual Plan: \$25,000/year — includes 2 sessions per month
(Ideal for founders who want a strategist on-call year-round)

Book Your Call

Chat with Yas at www.instaauraconsulting.com

Or email: info@clarity.consultinstaaura.com

Annexure: Sample Post-Call Summary (Redacted)

Clarity Call with: [Redacted Founder]

Sector: SaaS | Stage: Seed | Region: Southeast Asia

Duration: 60 mins | Objective: Fundraising readiness and conversion challenges

Key Observations

- Narrative misalignment: product complexity was overpowering the clarity of problem-solution-fit.
- Investor resistance: heavy emphasis on tech architecture, insufficient focus on belief triggers.
- Deck lacked urgency — missing edge and timing clarity.

Core Insight

Your story needs to feel inevitable. Right now, it feels impressive — but avoidable. That’s a signal problem, not a tech or traction issue.

Recommended Action Path

1. Redesign the core narrative — start with inevitability, not capability.
2. Revise your ask logic — reframe “raising X to do Y” into “we’re already in motion, this is the window.”
3. Investor Signal Strategy — choose 5 anchor objections, turn each into a proof trigger.



Final Note

You're closer than you think. You don't need to add more — you need to subtract noise until only signal remains.