



INSTAURA CONSULTING

Signals. Results.

WHO WE ARE

Instaura is a boutique strategy consulting firm that partners with founders, CXOs, and teams in moments that matter.

We design signal-first moves that unlock capital, trigger growth, activate markets, or bring clarity when the pressure peaks.

For nearly two decades, we've been quietly behind some of the boldest business decisions, complex capital raises, and transformative turnarounds across industries.

2,500+ clients advised

250+ capital movements engineered

Over \$2B+ in capital and commercial value shifted

We don't create noise. We build the one signal that closes.

FUND RAISING SERVICES

We don't pitch. We move capital.

Founders come to us when traditional fundraising stalls, when the story isn't landing, or when the capital seems within reach but just won't move.

We build Investor Funnels and capital strategies that investors believe — and act on.

We work on:

- Narrative design that converts belief into capital
- Investor funnel creation and sequencing
- Target list building and warm access
- Round architecture and deal structuring
- Post-deck signal strategy (follow-ups, capital logic, social proof)

We've helped raise capital for defense tech, aviation, SaaS, enterprise, logistics, and deep-tech — even in tough or “impossible” markets.

Our work has opened sovereign fund conversations, family office doors, and corporate venture buy-ins — where others couldn't get a reply.

Of course, we also work with all the typical sources — VCs, PE funds, Debt funds, Islamic funds, and alternative pools of capital.

But it's not about who you know. It's about how you signal.



NEW MARKET ENTRY

When growth plateaus, markets matter.

We don't launch into markets.

We enter with signal, unlock high-leverage doors, and activate revenue loops.

What we deliver:

- Country-specific sales strategy
- Signal and funnel systems that create motion
- Access to strategic buyers and partners
- Sales conversion and deal support
- Final handover of the revenue engine back to your internal team

We run full-market mandates across Southeast Asia, the Middle East, and the United States.

We've activated new sales channels for aviation startups, defense-grade products, SaaS platforms, enterprise vendors, and consulting firms — often in less than 12 weeks.

And because we take accountability seriously — we guarantee minimum deliverables on every market-entry mandate.

If we don't deliver what we promised, you don't pay.

FUNNEL DESIGNING SERVICES

Funnels don't need to scale interest. They need to scale sales.

We don't build "high-converting done-for-you funnels."

We design systems of trust, motion, and signal that drive decisive commercial outcomes — capital, clients, partnerships, revenue.

Because when you get the funnel wrong, you don't just lose conversion — you lose the entire opportunity.

Our work builds:

For Startups

- Investor Funnels that move capital
- Sales Funnels that land early believers

For SMEs

- Revenue Funnels with repeatability, margin control, and sales motion at the core

For Enterprises

- Innovation Funnels that unlock pilots, partnerships, and internal buy-in from CXO decision-makers



For Consultants & Experts

- Consultation Funnels that attract, qualify, and convert without chasing

Every funnel is hand-built — no templates, no fluff.

We design for clarity, compounding, and commercial movement.

This isn't marketing. This is business infrastructure.

Get this wrong, and you leak signal.

Get this right, and it keeps winning long after we're gone.

STRATEGY CONSULTING

Clarity, when the stakes are highest.

We work with leadership when direction is unclear, performance is slipping, or bold moves need to be made.

Our advisory engagements focus on:

- Strategic turnarounds
- Growth plateaus
- Team structure, pricing, margin strategy
- Founder-led scale challenges
- Capital raise positioning
- Go-to-market pivots
- Exit readiness

In many of these mandates, we work alongside the founder directly as a fractional Chief Strategist, unlocking decisions, mapping moves, and bringing high-signal clarity.

Our involvement ends when momentum begins.

Because our goal is not to stay — it's to deliver signal, then disappear.

THE CLARITY CALL

The most decisive 60 minutes of your quarter.

This is where most founders start with us.

The Clarity Call is a 60-minute signal-first diagnostic session where we work on your real bottleneck — fast.

Used for:

- Capital raises that are stuck or slow
- Funnel systems that aren't converting
- Strategic paralysis



- Missed opportunities
- Market or pricing fog
- Critical team or investor conversations

No fluff. Just clarity.
The kind that unlocks movement right after the call.

HOW WE WORK


We are not an agency.
We are not a coaching platform.
We are not consultants who stay forever.


We design the move that matters.
We stay just long enough to embed it.
And then, we let the signal work.


WHO WE WORK WITH

- Funded startups looking to raise again or fix a broken funnel
- VC firms and family offices seeking sharp support for key portfolio companies
- CXOs navigating new markets, pivots, or growth stalls
- Consulting firms or experts shifting from pitch to positioning
- Enterprises activating strategic plays, innovation projects, or pilot funnels

NEXT STEP: BEGIN WITH CLARITY

 Book a Clarity Call

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 Talk to Yas — Our AI Signal Assistant (She will be available soon)