

Executive Summary

Most growing businesses eventually face one universal problem: execution breakdown under scale. Executive leadership becomes operational bottlenecks, teams operate with guesswork, and systems never fully materialize because leadership does not have the capacity to build them while running the business.

ADINA & Co. exists to remove that execution barrier.

We operate as an operational co-founder, working directly with a client's leadership team to design, build, and transfer the infrastructure required for sustainable growth. Unlike traditional consultants who advise from the outside or fractional executives who focus narrowly on strategy and systems, ADINA integrates leadership capacity, operational infrastructure, and strategy and operations into one unified delivery model.

Our flagship service is a 6-Month Operational Co-Founder Partnership in which we work alongside founders and executive teams to:

- Design and document core operating systems
- Establish ownership, accountability, and performance measurement
- Remove founder bottlenecks and restore leadership bandwidth
- Transfer a fully functional operating system back to the organization

ADINA's methodology is structured, repeatable, and proven across healthcare, media, and creative industries. By the end of each partnership, clients are left with scalable systems their teams can run without us.

ADINA & Co. is positioned to serve growth-stage founders who require operational leadership but are not yet ready for a full-time COO. The firm operates a high-touch, high-margin model with clear scalability through documented methodology, contractor leverage, and future licensing opportunities.

Company Description

Company: ADINA & Co.

Founder & CEO: Ifeanyi Okoh

Legal Structure: LLC

Location: Philadelphia, PA (serving clients globally, hybrid/virtual model).

Slogan: *"We Do More Than Advise, We Build."*

Overview

ADINA & Co. is a boutique operational leadership firm providing hands-on execution support to founders and growing businesses. The firm specializes in transforming fragmented operations into cohesive, scalable systems that enable leadership teams to execute consistently without burnout.

Founded by Ifeanyi Okoh, ADINA & Co. was built to address a recurring gap in the market: businesses do not need more strategy; they need someone accountable for turning strategy into the structure required for consistent execution at scale.

ADINA operates as an extension of the client's leadership team, assuming operational ownership across systems design, execution, and performance accountability. Partnerships are structured to deliver sustainable outcomes.

At its core, ADINA's mission is to help people and businesses build long-term success by making execution sustainable through documented processes. By removing operational friction and founder bottlenecks, the firm enables leaders to scale impact while preserving overall quality.

Our Solution

ADINA is grounded in a single belief:

Growth does not require more effort, it requires better structure.

To that end, the firm integrates three operational levers:

- **SELF:** leadership capacity and delegation readiness
- **SPACE:** operational and infrastructural systems owned by the team
- **STRATEGY:** disciplined execution against business priorities through measurable systems

These pillars function together as part of one operational system designed to eliminate execution breakdown and ensure consistency across people, processes, and performance.

Founder Profile

ADINA & Co. is led by founder and CEO Ifeanyi Okoh, an experienced operations leader with over a decade of project and operational management experience across regulated healthcare, high-growth startups, and creative industries. Her background in building and scaling operational systems enables ADINA to deliver execution-first partnerships that translate strategy into durable, repeatable results. (Link to Appendix).

Scalability

ADINA & Co. operates under a high-touch delivery model that scales through standardized methodology and a vetted contractor bench, allowing capacity to expand without compromising quality or leadership oversight. Partnership teams are configured based on system complexity and implementation demands rather than fixed headcount, ensuring execution remains lean, controlled, and outcome-driven.

Strategic Advantage

ADINA & Co.'s core strategic advantage is its integrated execution model, which addresses the three primary constraints to scale simultaneously: leadership capacity, operational infrastructure, and strategy for execution. Rather than treating human performance, systems, and strategy as separate workstreams, ADINA designs and delivers them as a unified operating system, ensuring that growth plans are executable, owned by the team, and sustainable over time.

This integration eliminates the fragmentation common in traditional consulting and fractional leadership models, where strategy, systems, and people are addressed in isolation. By aligning leadership behavior, operational design, and execution discipline within a single engagement, ADINA enables organizations to scale without increasing operational burden or decision bottlenecks.

Services

Service	Description	Investment & Terms	Capacity	Outcomes
Flagship: 6-Month Operational Co-Founder Partnership	Operational leadership to design, build, and transfer core operating systems using ADINA's framework	Partnerships begin at \$48,000 / 6 months ; pricing varies by scope and integration depth.	3–4 concurrent partnerships	Reduced founder dependency, streamlined execution, scalable systems owned by the team.
Engagement Continuation (Selective)	Optional extensions or retainers for system reinforcement or expansion following the initial engagement.	Custom-scope; offered selectively.	Limited; does not increase core capacity.	Sustained adoption, stabilization through growth phases.
Future Scalable Offerings (Planned)	Toolkits and controlled learning extensions of ADINA's methodology.	Introduced in later phases.	Scales independently of core delivery.	Broader access to execution frameworks without diluting quality.

Market Analysis

Industry Context:

The professional services market exceeds \$300B globally, with increasing demand for execution-oriented support among growth-stage businesses. As organizations scale, teams often outpace their internal infrastructure, creating execution strain that cannot be solved by strategy alone.

Three structural trends drive demand for ADINA & Co.'s model:

1. increased use of fractional executive leadership to access senior operational expertise without full-time hires,
2. growing dissatisfaction with advisory-only consulting models that leave execution to internal teams, and
3. widespread adoption of operational tools that require implementation support to generate value.

ADINA & Co. operates at the intersection of these trends by providing integrated operational leadership focused on system design, execution support, and transfer of ownership to the organization.

Target Market:

ADINA & Co. serves founders and leadership teams of revenue-generating businesses who have outpaced their internal infrastructure. Typical clients include:

- Growth-stage founders transitioning from founder-led execution to team-led execution
- Operators managing increased complexity without formal operating systems
- Service-based, creative, wellness, and regulated businesses preparing for scale

Ideal clients demonstrate willingness to integrate external operational leadership, adopt documented systems, and commit to execution accountability. ADINA is not designed for idea-stage businesses, coaching-led engagements, or teams unwilling to implement and own structured operating systems.

Market Size & Opportunity

ADINA operates within the fractional executive and operational consulting industry, a subset of the broader professional services market. While the overall addressable market is substantial, ADINA's model is intentionally designed for depth rather than volume.

The firm targets a narrow, high-value segment of clients for whom execution quality, leadership leverage, and system ownership materially impact growth outcomes. This focus enables ADINA to achieve economic viability with a small share of the available market while preserving delivery quality and operational control.

Competitor Landscape:

The market for operational support is fragmented, with most alternatives falling into one of three categories:

- Framework-based consultants who provide methodologies but limited customization or execution ownership
- Advisory-only fractional leaders who guide decisions without building systems
- Tool-specific implementers who optimize software without addressing leadership behavior or execution gaps

ADINA differentiates by integrating leadership capacity, operational systems, and execution into a single delivery model, eliminating the handoffs and gaps common in traditional approaches.

Marketing and Sales Strategy

Brand Positioning & Messaging

ADINA & Co. is positioned as an operational partner for founders and leadership teams who require execution ownership, not advisory support. The firm does not compete on visibility or volume; instead, it builds demand through demonstrated execution expertise, selective access, and controlled capacity.

Brand messaging emphasizes a single core reality: growth stalls because execution fails under complexity. ADINA's positioning speaks to operators who are already generating revenue and now require structure, accountability, and operational ownership to scale without increasing friction.

Client Acquisition Strategy

ADINA's growth strategy prioritizes qualified demand over mass lead volume. Marketing efforts are designed to signal credibility and scarcity rather than broad appeal.

Primary demand drivers include:

- **Thought leadership** focused on operational execution, systems design, and leadership leverage, distributed selectively across professional platforms.
- **Warm network activation and referrals**, leveraging existing relationships with founders, operators, and advisors.
- **Strategic partnerships** with accelerators, investor networks, and founder communities where operational breakdown is a known constraint.

Public-facing content functions as a credibility filter rather than a conversion engine. Its purpose is to attract aligned operators and repel non-fit inquiries.

Sales Process & Client Qualification

ADINA does not operate a traditional sales funnel. Client acquisition is intentionally structured around mutual qualification and available capacity.

The partnership process follows a controlled sequence:

1. **Discovery call** to assess alignment, complexity, and readiness
2. **Operational diagnostic** to confirm scope and fit
3. **Custom partnership proposal** aligned to system complexity and leadership integration
4. **Partnership agreement** and onboarding

Partnerships are accepted only when delivery standards and capacity can be upheld.

Pricing & Commercial Terms

Pricing reflects depth of integration, system complexity, and degree of operational ownership. Partnerships are milestone-based and structured to align incentives with delivery outcomes rather than time or activity.

ADINA does not offer standardized packages, discounts, or entry-level services. Commercial terms are designed to preserve execution quality and leadership focus.

Growth Economics

ADINA's model is built for economic viability at low volume. With controlled capacity and high engagement, the firm achieves profitability without relying on high lead flow or aggressive acquisition spend.

Customer acquisition is driven primarily by relationships, referrals, and reputation, resulting in low external acquisition costs and strong client alignment. Long-term value is realized through durable systems, repeat engagement, and selective continuation relationships rather than funnel-based upsells.

Operational Plan

Service Delivery Model

ADINA & Co. delivers partnership through a structured, repeatable operating framework designed to move organizations from fragmented execution to fully functioning operational systems.

Diagnose → Blueprint → Build → Run → Transfer

This model ensures that by the end of a six-month partnership, the client organization is operating on documented systems with clear ownership, performance measurement, and execution strategies, independent of ADINA's continued involvement.

Client Capacity

ADINA maintains a lean delivery model to preserve depth and execution quality:

- 3–4 concurrent partnerships
- 4–8 total partnerships annually

This structure allows for high-touch leadership, direct founder oversight, and measurable outcomes without dilution. Partnership scope varies based on system complexity, decision matrix, and degree of operational leadership support needed.

Service Phases

Diagnose: comprehensive audit of:

- Operational workflows and decision pathways
- Organizational structure and ownership gaps
- Leadership capacity and delegation constraints
- Existing systems, tools, and execution review

The objective is to identify root causes of execution breakdown

Blueprint: Development of a custom operational roadmap, including:

- Priority systems to be built or rebuilt
- Role and responsibility matrix and accountability mapping
- Sequenced implementation plan tied to business goals

This phase establishes the operating logic before any build begins.

Build & Run: Founder-led implementation with selective contractor execution:

- System design and documentation (SOPs, workflows, templates)
- Performance measurement and reporting structures (KPIs, dashboards)
- Meeting cadences and decision frameworks
- Team onboarding, workflow adoption, and change management

ADINA operates alongside leadership to ensure systems are not only built, but actively used.

Transfer: Formal handoff of the operating system to the client organization:

- SOP libraries and documentation finalized
- Ownership and governance embedded within the team
- Future-state roadmap established

The partnership concludes with the organization fully equipped to operate without external dependency.

Scalability & Delivery Infrastructure

Contractor Bench:

ADINA operates with a vetted, role-specific contractor bench that supports execution without compromising leadership oversight. Contractors are deployed selectively for:

- SOP documentation and system build-out
- Project management and implementation support
- Specialized workspace or performance inputs

Contractors are used selectively to protect margins while ensuring flexibility. All contractor work is governed by ADINA's internal standards and reviewed before delivery.

Future Capacity:

As methodology and internal playbooks mature, ADINA is positioned to:

- Expand to 6–8 concurrent engagements over time
- Onboard trained operators under the ADINA methodology
- Preserve quality through standardized delivery protocols

Quality Control & Performance Management

Every partnership includes:

- Defined KPIs aligned to client objectives
- Weekly execution check-ins
- A client-specific performance dashboard

This ensures progress is measurable, execution gaps are addressed in real time, and outcomes are auditable.

Technology Infrastructure

ADINA uses lightweight, enterprise-grade tools to enable efficient collaboration and global delivery:

- **Operations:** Notion, Airtable, Asana
- **Client Communication:** Slack, Loom
- **Scheduling/Docs:** Calendly, Google Workspace, PandaDoc/HelloSign

- **Finance:** QuickBooks with external CPA support

This infrastructure supports a lean operating model while maintaining operational rigor.

Revenue & Retention

Partnerships are designed with built-in continuity options:

- **Primary Engagement:** 6-Month Operational Co-Founder Partnership (beginning at \$48,000)
- **Continuation Pathways:**
 - Scope-based extensions
 - Ongoing advisory or execution retainers where appropriate

Client lifetime value is driven by depth of integration rather than volume, with retention tied to measurable operational outcomes rather than dependency.

Team Structure & Role

- **Founder & CEO - Ifeanyi Okoh (Founder & CEO)**
 - Leads all diagnostics, system design, and executive-level decision making
 - Maintains ownership of delivery standards and client outcomes.
- **Execution Support (Contract-Based)**
 - Project management associates
 - Systems documentation support
 - Workspace and performance specialists (as required)

This structure preserves founder bandwidth while ensuring execution capacity scales appropriately.

Risk Mitigation

- **Founder Dependency Risk Mitigated through:**
 - Documented methodologies
 - SOP libraries
 - Transfer-first engagement design
- **Quality Risk:** Addressed through standardized review processes and controlled delivery volume.
- **Scalability Risk:** Long-term growth supported by evolution into a replicable operational leadership firm, with trained operators delivering under a unified methodology.

Financial Projections

Revenue Model

ADINA & Co.'s revenue is driven primarily by its six-month Operational Co-Founder Partnership. Partnerships are priced based on system complexity, degree of integrated leadership, and implementation scope.

- **Primary engagement pricing:** \$48,000–\$75,000 per six-month partnership
- **Annual delivery capacity:** 6–8 total partnerships
- **Revenue concentration:** Majority of revenue generated from core partnerships

Continuation engagements and future scalable offerings represent optional upside and are not required to achieve baseline profitability.

3-Year Revenue Outlook (Baseline Case)			
Year	Partnerships Delivered	Avg. Engagement Value	Total Revenue
Year 1	6 partnerships	\$50,000	\$300,000
Year 2	7 partnerships	\$55,000	\$385,000
Year 3	8 partnerships	\$60,000	\$480,000

This outlook assumes disciplined capacity management and does not rely on maximum utilization.

Cost Structure & Margins

ADINA operates with a lean cost base and selectively leverages contractors to support delivery without compromising quality.

- **COGS (contractors & specialist support):** ~15–20% of revenue
- **Operating expenses:** Limited to essential tools, professional services, and relationship-driven marketing
- **Gross margin:** 80–85%
- **Net margin (post founder compensation):** Strongly positive by mid-Year 1

Founder compensation is introduced gradually as delivery stabilizes, ensuring cash discipline in early stages.

Cash Flow & Breakeven Targets

Engagements are structured with milestone-based payments that front-load cash flow and reduce risk.

- **Client #1:** Establishes operating runway and covers fixed expenses
- **Client #2:** Moves the business into sustained positive cash flow
- **Client #3+:** Funds reserves, reinvestment, and founder compensation

This structure minimizes capital risk and eliminates dependence on external financing for core operations.

Financial Strategy & Outlook

ADINA & Co. is designed for self-funded growth, with profitability achieved at low client volume and maintained through capacity control. The firm does not require aggressive hiring, paid acquisition, or speculative scale to sustain operations.

Future revenue diversification (toolkits, internal frameworks, selective community offerings) may be introduced once core delivery is fully institutionalized, providing upside without altering the firm's economic foundation.

Future Plans & Milestones

Year 1: Foundation & Institutionalization

Objective: Prove the model works repeatedly at low volume and document it fully.

- **Revenue Focus:** Deliver 6–8 Operational Co-Founder Partnerships at premium pricing, establishing consistent, profitable delivery without exceeding capacity.
- **Methodology:** Finalize and document ADINA's end-to-end delivery framework, including diagnostics, execution cadence, system transfer, and governance standards.
- **IP Development:** Build a standardized internal SOP and playbook library to support repeatability and delegation.
- **Proof of Execution:** Develop 2–3 representative case studies demonstrating measurable improvements in execution efficiency, leadership leverage, and system ownership.
- **Financial Goals:** Achieve sustained positive cash flow early in the year and maintain profitability without external capital.

Year 2: Expansion & Scalable Layers

Objective: Increase delivery without changing the core model.

- **Capacity Management:** Maintain 3–4 concurrent partnerships while improving throughput efficiency through refined systems and selective contractor support.
- **Team Support:** Introduce limited operational support (e.g., part-time assistant or delivery support) only where it meaningfully reduces founder load without increasing complexity.
- **Execution Infrastructure:** Formalize internal diagnostic tools and engagement tracking to support consistency across partnerships.
- **Selective Continuation:** Offer extensions or follow-on support to a small subset of clients where continued involvement materially supports outcomes.
- **Optional IP Packaging:** Begin structuring internal execution assets for future external use, without launching public-facing products.

Year 3: Strategic Pilots & Optional Scale

Objective: Test scalability without committing the business to it.

- **Delivery Stability:** Sustain core partnership revenue as the primary income source, preserving margins and delivery quality.
- **Replication Pilots:** Test limited replication of ADINA's methodology through small, controlled pilots (e.g., training a small number of operators or partners).
- **IP Exploration:** Pilot licensing or controlled distribution of execution frameworks only after delivery standards are fully institutionalized.
- **Technology Evaluation:** Assess feasibility of internal tooling or analytics that enhance delivery insight and decision-making.
- **Hiring Goal:** Evaluate additional hires only if demand and delivery complexity justify permanent expansion.

Strategic Outlook

ADINA & Co.'s growth strategy prioritizes durability over speed. Each phase is designed to strengthen the firm's core execution model before introducing additional layers of leverage. All Year 3 initiatives are treated as **optional pilots**, governed by defined success criteria and resource limits. The firm's long-term defensibility is built sequentially: **methodology and proof (Year 1)**, **operational leverage (Year 2)**, and **selective scalability (Year 3)**, without compromising delivery quality or leadership focus.