



We Do More Than Advise. We Build.



Your Reality

You've built a \$[10]M business.

Your demand is rising and you want to expand...

But:

- You're working 60+ hour weeks
- Your team is burnout because of all the guesswork, reducing efficiency
- The systems you need don't exist because you don't have the capacity to build

You know where your business can go next but you can't break to the next level.

The root cause: 3 barriers preventing your businesses growth



Personal & Leadership
Constraints



Lack of
Infrastructure



Inconsistent Execution

Why Traditional Solutions Fail

CONSULTANTS

- SELF
- SPACE
- STRATEGY

Focus on strategy only

Human and infrastructure barriers remain

FRACTIONAL COOs

- SELF
- SPACE
- STRATEGY

Focus on infrastructure and strategy

Provide strategic operations. Human barrier remains

GOING AT IT ALONE

- SELF
- SPACE
- STRATEGY

Focus on managing all 3-barriers with minimal support

Founder/Executive leadership burnout

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PIECEMEAL SOLUTIONS

- SELF
- SPACE
- STRATEGY

Executive coach + PM + strategist working separately

Result: Fragmented. Expensive. No integration.

Growth requires integrated removal of all three barriers.
At ADINA, we don't just point them out. We remove them completely.

The ADINA Methodology

We work alongside you as part of your executive leadership team to help you remove barriers so that you can execute, scale, and grow

- **SELF: Leadership Capacity**

Remove the human barrier

We expand your bandwidth by shifting operational responsibility from you to your team by removing key bottlenecks preventing proper delegation

- **SPACE: Infrastructure Development**

Remove the infrastructure barrier.

Documented systems, processes, and operational frameworks your team owns and runs without you.

- **STRATEGY: Strategic Execution**

Remove the strategy barrier.

Translate vision into operational reality through planning, performance measurement, and cross-functional accountability.

Client Transformation

Jerz, Media and Entertainment Client

The Challenge:

80+ hour weeks. Working two jobs while building brand. Editing content 6 hours/day. 3-person team with no structure. Zero contracts or documented processes.

What We Built:

- Internal operations restructure
- 17 core SOPs
- 8 contracts covering all partnerships
- 5 team workflows developed
- Assumed ownership capacity for value added tasks such as talent sourcing, hiring, and ongoing performance management

The Transformation: (within 3 months)

Capacity freed: 80hrs/week → 50-60hrs/week

Team scaled: 3 → 10 members

Output increased: 1 song/year → 3 songs + 5 major projects

Platform growth: 1 → 3 distribution channels

Proven at Scale

Oshi Health | Virtual Gastrointestinal Care

The Work:

Scaled patient coordinator operations from 3 to 25 team members. Built operational infrastructure to support 1,000+ patients monthly.

What I Delivered:

- Team structure with clearly defined roles and ownership
- Standardized, documented operational workflows
- Technology-enabled systems to support scale and coordination
- Scalable operating frameworks for rapid growth
- Performance management and accountability systems

The Impact:

Enabled Oshi Health to scale patient operations while maintaining quality of care across a distributed team.

The Investment

\$48,000 | 6 Months

What You Get:

- Full operational audit and build priority roadmap
- Complete system design, documentation, and implementation
- Capacity planning and team onboarding and training

Time Commitment: 15-20 hours/week, functions as part of your leadership team.

The Partnership

Your 6-month operational transformation

MONTH 1

Diagnose & Plan

- Operating system audit
- Review current risks and barriers
- Strategic roadmap
- 30/60/90 Action Plan

MONTHS 2-6

Integrated Build & Transfer



Working simultaneously

- System design, documentation, and implementation
- Management structure with clearly defined roles and ownership
- Team workflows, change management guidance, onboarding, and training
- Performance measurement and accountability (KPIs)
- Future roadmap and growth planning

The Transformation

BARRIERS

Extensive working hours,
underdeveloped systems, unclear
processes



INTEGRATION

SELF + SPACE + STRATEGY
Working in tandem
6 months building together



GROWTH

Freed capacity. Operational structure
for maximum growth.
Ready to scale: More clients. New
products. Strategic hires.

About Ify

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As a first-generation Nigerian-American, I grew up hearing **Somadina**—"Let me not exist alone" in Igbo. Culture shapes everything for us, and that phrase shaped how I built ADINA & Co.

I understand how isolating growing a company can be. I've experienced it firsthand as a CEO and founder of my own business. In building operations at early-stage startups, I know the weight of being the only one who sees the whole picture. But in my journey, I have learned that building alone isn't the same as building together.

At ADINA we believe that no founder has to create their vision in isolation. Through deep collaboration and hands-on support, we walk beside founders as operational co-founders, not just consultants.

Together, we build the infrastructure that transforms barriers into sustainable growth.



Ready to Build?

info@byadina.com

[Calendar Link or Website]

I shall not exist alone.