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STRATEGIC SYNTHESIS REPORT

# Frontera

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Industry: Technology

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METHODOLOGY

## Playing to Win Framework

by Roger Martin & A.G. Lafley

Powered by Frontera AI Strategy Coach

[www.frontera.ai](http://www.frontera.ai)

# Executive Summary

Frontera is uniquely positioned to capture a high-value market opportunity by targeting enterprise clients struggling with strategy-execution gaps, leveraging proven global scaling experience and AI-augmented delivery capabilities. The key strategic challenge lies in scaling delivery capacity while maintaining the premium positioning that justifies £100k+ enterprise engagements with only 2 part-time founders.

Model: claude-sonnet-4-20250514 • Territories: company, customer, competitor • Areas analyzed: 9

# Strategic Opportunities (5)

## AI-Augmented Strategy-to-Execution Platform Market Leadership

INVEST

Establish market leadership through AI development expertise with AI consultants who provide

Market: 9/10 | Capability: 9

### PLAYING TO WIN CASCADE

Where to Play: Mid-market clients

How to Win: Unique combination of AI and consulting

### EVIDENCE

**customer > market dynamics:** "AI automation, anxiety, and economic pressure for measurable ROI are fundamentally reshaping enterprise needs toward integrated strategy-execution platforms, directly favoring Frontera's proven end-to-end product strategy approach"

### competitor > substitute\_threats:

"Your Claude Code development approach positions you to integrate AI capabilities faster than traditional consultancies with legacy methodologies"

## Premium Enterprise Differentiation

INVEST

Develop a defensible competitive strategy to measurable business outcomes using an integrated approach that

Market: 8/10 | Capability: 8

### PLAYING TO WIN CASCADE

Where to Play: Enterprises

How to Win: End-to-end co

### EVIDENCE

**competitor > direct competitors:** "You bridge the exact gap between high-level strategy and measurable business outcomes that enterprises pay premium rates to

solve"  
**customer > unmet\_needs:**  
"Enterprise clients repeatedly struggle with consultants who provide beautiful strategy decks but no implementation roadmap, while your team has actually built and scaled these systems at global firms"

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## Scalable Delivery INVEST

### Premium Positioning

Address the critical capabilities  
Develop scalable delivery automation and strategic

Market: 7/10 | Capability: 6

#### PLAYING TO WIN CASCADE

Where to Play: High-value enterprise clients  
How to Win: AI-augmented automation

**EVIDENCE**  
**company > resource\_reality:**  
"Given Frontera's constraint of having only 2 part-time founders while pursuing £500k ARR from 5 enterprise clients, you need a lean but strategically distributed skill composition that maximizes your proven end-to-end product strategy capabilities"

**competitor > direct\_competitors:**  
"Large consultancies can staff multiple concurrent enterprise engagements while your 2-person team limits client capacity"

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## Existing Client INVEST

Leverage second founder targets. This provides immediate market expansion.

Market: 8/10 | Capability: 9

#### PLAYING TO WIN CASCADE

Where to Play: Second founders  
How to Win: Leverage existing

**EVIDENCE**  
**company >**

**resource\_reality:**  
*"The second founder is selling into his existing clients as a new product offering which we have set up as a new company, ready to scale"*

**customer > market\_dynamics:** *"Your second founder's existing client relationships provide immediate enterprise access that typical startups spend years building"*

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## Enterprise Workforce INVEST

Create sustainable competitive advantage (Atlassian, Azure DevOps, Linear). This creates value for clients and consultants.

Market: 7/10 | Capability: 8/10

**PLAYING TO WIN CASCADE**

Where to Play: Enterprises (Atlassian, Azure DevOps, Linear). How to Win: Seamless integration.

**EVIDENCE**

**customer > unmet\_needs:**  
*"Companies waste months trying to connect strategy frameworks to their existing Atlassian, Azure DevOps, or Linear workflows, while your coaching seamlessly integrates into their current tech stack"*

**competitor > market\_forces:**

*"Your flexibility across Atlassian, Azure DevOps, and Linear platforms addresses enterprises' preference for vendors who adapt to existing workflows"*

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# Strategic Tensions (3)

Premium positioning requires deep founder involvement, but scaling to £500k ARR demands delegation and automation that could compromise quality

BLOCKING

AI-augmented delivery model where founders handle strategy and relationship management while AI handles routine coaching tasks — *Some reduction in personalization*  
• Hire junior delivery associates to handle implementation while founders focus on strategy — *Increased overhead and complexity*  
• Focus on fewer, higher-value clients with deeper engagements — *Lower revenue diversification and growth potential*

Market demands **proven, stable methods**

SIGNIFICANT

Position as 'proven methodology enhanced by AI' rather than 'AI-first solution' — *May appear less innovative to early adopters*  
• Develop separate AI-forward and traditional methodologies for different client segments — *Increased complexity and resource requirements*

**Bootstrap efficiency enables competitive pricing but may signal lower quality to enterprise buyers expecting premium consultant overhead**

SIGNIFICANT

Premium pricing with efficiency positioning as competitive advantage rather than cost reduction —  
*Must prove value justifies premium without traditional credibility signals*  
• Partner with established firms for credibility while maintaining delivery efficiency —  
*Reduced margins and potential brand dilution*

## Pri or ty Re com mend ation s

1. Immediately pilot AI-augmented quality delivery while building credibility
2. Develop standardized delivery expansion to create defensibility
3. Establish outcome-based ROI methodology that differentiates



























