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STRATEGIC SYNTHESIS REPORT

# Frontera

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Industry: Technology

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METHODOLOGY

## Playing to Win Framework

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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 with AI development expertise with consultants who provide

Market: 9/10 | Capability: 9

PLAYING TO WIN  
CASCADE

Where to Play: Mid-market & enterprise  
How to Win: Unique combination of

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 through an integrated approach that

Market: 8/10 | Capability: 1

PLAYING TO WIN  
CASCADE

Where to Play: Enterprises & government  
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"*

## Scalable Delivery Premium Positioning

Address the critical capital gap  
Develop scalable delivery model  
automation and strategic

Market: 7/10 | Capability: 6

**PLAYING TO WIN**  
**CASCADE**  
Where to Play: High-value enterprise  
How to Win: AI-augmented delivery

**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\_t competitors:**  
*"Large consultancies can staff multiple concurrent enterprise engagements while your 2-person team limits client capacity"*

## Existing Client Leverage

Leverage second founder's network to reach target markets. This provides immediate market expansion.

Market: 8/10 | Capability: 9

**PLAYING TO WIN**  
**CASCADE**  
Where to Play: Second founder's network  
How to Win: Leverage existing relationships

**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"

**Enterprise Workflows**  
Create sustainable competitive advantage (e.g., DevOps, Linear). This creates a new class of consultants.

Market: 7/10 | Capability: 8

**PLAYING TO WIN**  
**CASCADE**  
Where to Play: Enterprises  
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"

# 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 rapid, 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*

# Priority Recommendations

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



























