

Stratagem AI Pro

AI-Powered Consulting Workbench

A Technical Case Study for Management Consultants

The Genesis: From Experience to Acceleration

After years of strategic consulting across financial services, technology, and healthcare, a pattern emerged: consultants repeatedly applied the same frameworks—PESTLE, Porter's Five Forces, SWOT, BCG Matrix—yet each analysis started from scratch. The frameworks were universal, but quality varied dramatically based on experience and time.

Senior partners executed PESTLE analyses with nuance, asking second-order questions about regulatory shifts. Junior consultants often produced surface-level analyses missing critical strategic insights. The delta wasn't intelligence—it was accumulated pattern recognition.

This sparked a question: ***What if we encoded senior-level strategic thinking into intelligent prompts guiding consultants toward deeper analysis?*** Not replacing human judgment, but accelerating the path to insight.

The Architecture: 37 Frameworks Across 6 Strategic Categories

Stratagem AI Pro organizes 37 battle-tested consulting frameworks into six strategic categories, each addressing a distinct phase of the consulting engagement lifecycle:

Framing (6 frameworks): Problem Statement, Scope & Guardrails, Success Metrics, Stakeholder Map, Objective Tree, Risk Framing—tools ensuring teams don't solve the wrong problem elegantly.

Structured Thinking (6 frameworks): First Principles, Second-Order Thinking, Systems Thinking, Scenario Planning, Pre-Mortem Analysis, Decision Trees—mental models preventing linear thinking and surfacing non-obvious risks.

Analysis (7 frameworks): Market Sizing, Competitive Landscape, Customer Segmentation, Porter's Five Forces, Unit Economics, Value Chain Analysis, SWOT—frameworks transforming raw business data into strategic insights.

Decision (6 frameworks): Options Matrix, Decision Criteria, Scenario Comparison, Financial Tradeoffs, Go/No-Go, Recommendation—tools helping teams evaluate options systematically and make defensible choices under uncertainty.

Execution (6 frameworks): Initiative Roadmap, 90-Day Workplan, KPI Dashboard, Change Management Plan, Operating Model, Implementation Risks—frameworks translating strategic intent into operational reality.

Communication (6 frameworks): Executive Summary, Key Insights, Storyline Outline, So What Callouts, Slide Outline, Risk Narrative—frameworks distilling complex analyses into narratives driving executive action.

Stratagem AI Pro Consulting Workbe

Dashboard

Workflow

Workspace

Settings

ACTIVE PROJECT

Tech Startup Series B Strategy

+ New Project

AI Advisor

Partner View

PROMPT LIBRARY

Consulting Prompt Library

Curated prompts for framing, analysis, decision, and execution.

Total prompts

37

Categories

6

Results shown

37

All

Framing

Structured Thinking

Analysis

Communication

Decision

Execution

Framing

Problem Statement

Crisp, board-ready statement of the deci
sion and stakes.

Use Prompt

Framing

Scope & Guardrails

Define in-scope, out-of-scope, assumptio
ns, and constraints.

Use Prompt

Framing

Success Metrics

Translate challenge into measurable KPIs
with targets.

Use Prompt

Framing

Stakeholder Map

Identify stakeholders, power/interest, a
nd likely positions.

Use Prompt

Framing

Objective Tree

MECE decomposition into sub-goals and
Is.

Use Prompt

Framing

Risk Framing

Key uncertainties with likelihood/impact
and indicators.

Use Prompt

Figure 1: Prompt Library showing Framing frameworks with categorized prompts

The Executive Dashboard: Project Management at a Glance

The dashboard provides consulting teams with immediate visibility into active engagements, workflow progress, and recent analytical outputs. Key features include:

Quick Start Templates: Pre-configured workflows for Strategic Assessment and Market Entry Strategy enable consultants to launch structured analyses in minutes rather than hours.

Engagement Pulse: Live metrics tracking total outputs generated, latest activity timestamps, and active project counts across the team.

Recent Projects: Contextual summaries showing business scenarios, output counts, and last updated timestamps for quick re-engagement with paused work.

Workflow Progress: Visual progress indicators showing completion status across multi-step analytical workflows, enabling team leads to monitor engagement velocity.

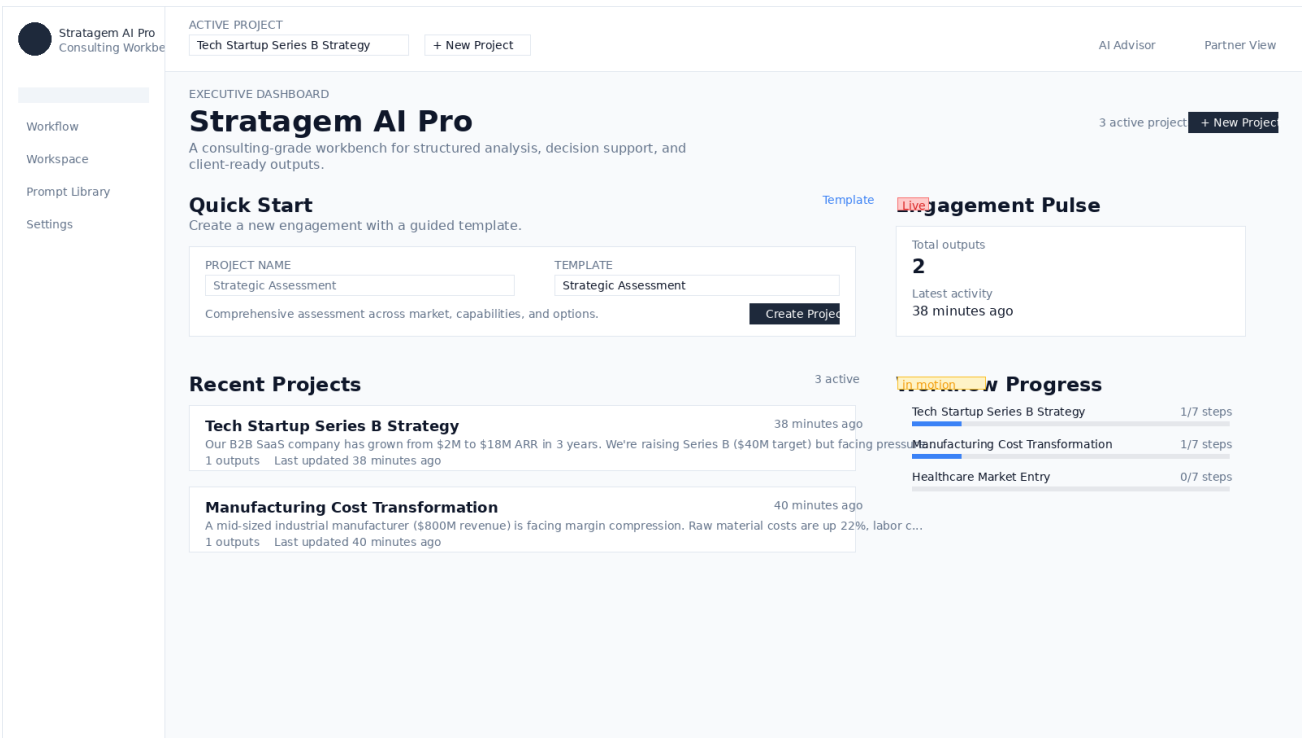


Figure 2: Executive Dashboard with Quick Start, Recent Projects, and Workflow Progress

Multi-Step Workflows: Orchestrating Strategic Analysis

Individual frameworks are powerful, but strategic engagements require sequences of analyses building upon each other. Stratagem AI Pro includes pre-configured workflows chaining frameworks into comprehensive analytical journeys:

Market Entry Strategy Workflow (3-5 hours)

This workflow addresses market entry decisions with four sequential analyses:

Step 1: Market Sizing (40 min) — Estimates TAM/SAM/SOM with assumptions and sensitivities. Provides ranges rather than point estimates to reflect uncertainty.

Step 2: Segment Prioritization (35 min) — Ranks customer segments by attractiveness and strategic fit using a segmentation matrix. Identifies beachhead opportunities for initial entry.

Step 3: Entry Modes (30 min) — Compares greenfield investment, acquisition, and partnership approaches with pros, cons, and capital requirements for each path.

Step 4: Financial Outlook (35 min) — Provides investment case with high-level financial model including investment range, payback period, and expected ROI projections.

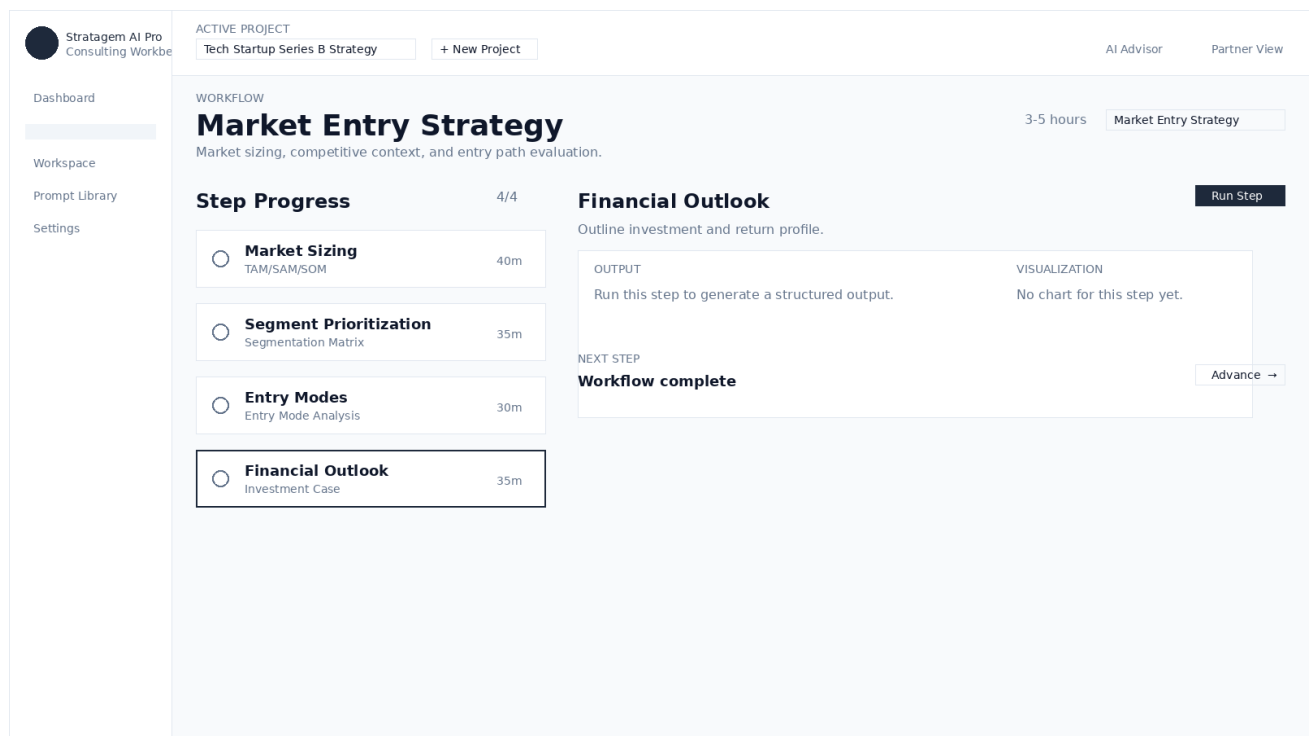


Figure 3: Market Entry Strategy workflow with 4 sequential analytical steps

The Workspace: AI-Generated Analysis in Action

The workspace is where consultants interact with the AI engine. The interface divides into three functional areas:

Business Scenario Input: Consultants describe the client situation, including timeline, stakeholders, constraints, and success metrics. This context grounds the AI analysis in client-specific realities.

Prompt Selection: Choose from 37 framework-specific prompts, each with context-aware templates enforcing MECE logic, 'So What' synthesis, and actionable recommendations.

AI Output Generation: Google Gemini 1.5 Pro generates structured analyses in real-time using streaming responses. The system implements multi-tier fallback (Gemini Pro → Gemini Flash) ensuring consultants always receive responses even during API outages.

The screenshot displays the 'Stratagem AI Pro Consulting Workbe' interface. At the top, it shows 'ACTIVE PROJECT' with 'Tech Startup Series B Strategy' and a '+ New Project' button. On the right, there are links for 'AI Advisor' and 'Partner View'. The left sidebar contains navigation options: 'Dashboard', 'Workflow', 'Prompt Library', and 'Settings'. The main workspace area is titled 'Tech Startup Series B Strategy' and indicates '1 outputs generated'. It is divided into two main sections: 'BUSINESS SCENARIO' and 'SELECT PROMPT'. The 'BUSINESS SCENARIO' section contains a text input area with the following content: 'Our B2B SaaS company has grown from \$2M to \$18M ARR in 3 years. We're raising Series B (\$40M target) but facing pressure from investors on multiple fronts:'. Below this is a list of three points: '1. Our sales cycle has lengthened from 45 to 90 days as we move upmarket', '2. Two well-funded competitors launched in the past year', and '3. Our NRR dropped from 130% to 115% due to churn in SMB segment'. A tip at the bottom states: 'Tip: Include timeline, stakeholders, constraints, and success metrics.' The 'SELECT PROMPT' section has two tabs: 'Storyline Outline' and 'Communication'. The 'Communication' tab is selected, showing 'Prompt details' and the instruction 'Deck storyline with titles/messages.'. A 'Generate Analysis' button is located at the bottom right of the workspace. At the bottom of the workspace, there is a 'Ready to Generate' section with the text: 'Provide your scenario, choose a prompt, and generate a structured consulting analysis.'

Figure 4: Workspace showing Business Scenario input and Prompt Selection interface

The Enriched Prompt Library: Encoding Strategic Expertise

The true innovation lies not in listing frameworks, but in how the prompts guide their application. Each of the 37 framework prompts embeds decades of consulting best practices:

MECE-Enforced Structure

Every prompt demands mutually exclusive, collectively exhaustive analysis. When a consultant uses Porter's Five Forces, the AI doesn't just list forces—it evaluates intensity (1-5 scale), provides evidence-based rationale, and synthesizes implications for industry profitability.

'So What' Enforcement

Junior consultants often produce descriptive analyses lacking strategic synthesis. The prompts explicitly demand 'So What' conclusions. A SWOT analysis isn't complete until it identifies top 2-3 strategic implications and recommends specific actions.

Context-Aware Templates

Each prompt template includes variable substitution allowing consultants to inject client-specific context. The AI then tailors analysis to the specific industry, competitive landscape, and strategic question—preventing generic outputs and ensuring relevance.

Business Value: Measurable Impact on Consulting Delivery

The application delivers measurable value across the consulting engagement lifecycle:

Accelerated Analysis Delivery

A comprehensive strategic assessment traditionally requiring 8-12 hours of senior consultant time can now be completed in 4-6 hours. This isn't cutting corners—it's eliminating the 3-4 hours consultants spend structuring their approach and drafting initial analyses. The AI handles structural heavy lifting; consultants focus on interpretation, validation, and client-specific customization.

Consistent Analytical Rigor

Junior consultants now produce analyses with senior-level structure and completeness. The prompts prevent common mistakes: incomplete PESTLE analyses skipping Environmental factors, SWOT analyses without 'So What' synthesis, or Porter's Five Forces assessments lacking competitive intensity ratings. This consistency reduces review cycles and improves deliverable quality.

Embedded Learning

The enriched prompts serve as implicit training. When junior consultants use Pre-Mortem Analysis, they learn what questions senior consultants ask: 'What could cause this strategy to fail spectacularly? What early warning indicators would signal trouble?' This accelerates professional development by exposing consultants to best-practice analytical approaches.

Real-World Application: Tech Startup Series B Strategy

A B2B SaaS company (\$2M to \$18M ARR in 3 years) approaches the consulting team for Series B fundraising strategy (\$40M target). The company faces investor pressure on multiple fronts: sales cycle lengthening (45 → 90 days), well-funded competitor launches, and NRR decline (130% → 115%).

Hour 1-2: External Analysis — The team uses PESTLE to assess macro forces and Porter's Five Forces to evaluate competitive intensity. AI identifies regulatory tailwinds (data privacy creating barriers to entry) and intensifying rivalry (3 new entrants with \$50M+ funding).

Hour 3: Internal Assessment — SWOT analysis synthesizes strengths (strong SMB traction, 250K+ users), weaknesses (limited enterprise features, sales cycle friction), opportunities (upmarket expansion, product-led growth), and threats (competitive pressure, churn risk).

Hour 4: Strategic Options — AI generates 3 strategic paths: (1) Double-down on SMB with PLG motion, (2) Accelerate enterprise with sales-led expansion, (3) Hybrid approach with tiered offering. Compares options on value upside, risk, and feasibility.

Hour 5-6: Recommendation — Executive Summary framework delivers final recommendation (Hybrid approach) with top 3 supporting arguments, top 3 risks, and 30/60/90 day implementation roadmap. Exported to PowerPoint for investor presentation.

Result: Board-ready strategic recommendation delivered in 6 hours vs traditional 2-week timeline, with senior-level analytical rigor throughout.

Technical Architecture: Built for Enterprise Consulting

Stratagem AI Pro was architected for enterprise consulting environments where reliability, performance, and data security are non-negotiable:

Modern React Architecture

Built on React 18.2 with TypeScript 5.3 for type safety and developer productivity. Zustand 4.5 manages application state with localStorage persistence, ensuring consultants don't lose work when switching tabs or experiencing connectivity issues during client site visits.

Google Gemini 1.5 Pro Integration

The AI engine uses Gemini 1.5 Pro with streaming responses for real-time feedback. Multi-tier fallback architecture: if Gemini Pro fails, gracefully degrades to Gemini Flash. This resilience ensures consultants always receive responses even during API outages.

Export to Client Deliverables

Analyses export to PowerPoint (PPTX), Word (DOCX), or PDF formats—critical for client-ready deliverables. The export engine preserves formatting, tables, and visualizations, allowing consultants to seamlessly integrate AI-generated insights into presentations.

Future Evolution: The Roadmap Ahead

Stratagem AI Pro represents the foundation of an intelligent consulting ecosystem. Future enhancements under consideration:

Custom Framework Builder

Allow firms to encode proprietary frameworks and methodologies. A firm with specialized digital transformation approaches could create custom prompt templates embedding unique IP, making the tool a force multiplier for firm-specific expertise.

Industry-Specific Workflow Libraries

Expand beyond generic strategic assessment to industry-tailored workflows: Healthcare Market Entry (regulatory analysis, reimbursement modeling), Financial Services Digital Transformation (legacy system assessment, regulatory compliance), Manufacturing Operations Excellence (lean diagnostics, supply chain optimization).

Collaborative Workspaces

Enable multi-user engagement teams to collaborate on shared analyses with version history, alternative option comparison, and contribution tracking across team members.

Knowledge Graph Integration

Connect to firm knowledge management systems to automatically surface relevant past engagements, industry benchmarks, and proprietary research when consultants run analyses, amplifying firm institutional knowledge.

Advanced Visualization Engine

Auto-generate client-ready charts, strategy maps, and decision trees from AI analyses —eliminating manual formatting work consuming hours of analyst time.

Conclusion: Augmented Intelligence for Strategic Work

Stratagem AI Pro doesn't replace the consultant—it amplifies their capabilities. The frameworks remain the same proven tools guiding strategic decisions for decades. What changes is the *speed and consistency* with which consultants apply them.

The real value lies in democratizing senior-level analytical approaches. A consultant with 2 years experience can now produce work with the structural rigor of a 10-year veteran, not because the AI is smarter, but because it encodes pattern recognition only coming from repetition.

This is augmented intelligence in action: humans set strategic context, interpret nuances, validate assumptions, and make final recommendations. The AI accelerates analytical heavy lifting, ensuring no critical dimension is overlooked and every analysis meets professional standards.

For consulting firms, implications are profound: **faster engagement delivery, more consistent quality, accelerated junior consultant development, and ability to tackle more complex strategic challenges in compressed timeframes.** Stratagem AI Pro represents a new category of professional tooling—one that doesn't automate thinking, but structures and accelerates it.

Technical Stack: React 18.2, TypeScript 5.3, Zustand 4.5, Google Gemini 1.5 Pro, Recharts 2.12, TailwindCSS, Vite 5.0

— End of Case Study —