# STRATEGIC CONCEPT NOTE

Subject: Introducing Scalable Growth Systems: The Commercial Diplomat for the Europe-Africa Corridor

From: Cynthia Tolulope Ajayi, Founder

Date: December 2025

## 1. Executive Summary

**Scalable Growth Systems** is a specialised consultancy bridging the operational and legal gap between the European and African markets. We act as a **Fractional Chief Partnerships Officer** for high-growth scale-ups, replacing the linear grind of "cold outbound sales" with high-leverage strategic alliances.

Combining **Legal Rigour** (Deal Structuring) with **Management and business Strategy** (Commercial Modelling), we solve the specific friction points that kill cross-border expansion: regulatory complexity, trust deficits, and commercial misalignment.

## 2. The Core Thesis: "Ecosystems over Sales"

The traditional growth playbook for B2B scale-ups;hiring armies of salespeople to make cold calls is yielding diminishing returns. Customer Acquisition Costs (CAC) are rising, and trust in cold outreach is at an all-time low.

**The Opportunity:** The fastest way to scale today is not by hunting individual customers, but by partnering with the "Gatekeepers"—banks, integrators, and platforms who already own the distribution.

**The Problem:** Most companies fail at partnerships because of the **"Execution Gap"**:

* **Commercial teams** struggle to structure complex deals.
* **Legal teams** slow down momentum with risk aversion.
* **Startups** lack the regulatory expertise to enter new markets (e.g., France/Nigeria) compliantly.

## 3. The Solution: Commercial Diplomacy

We position ourselves not as an agency, but as a **Strategic Partner**. We provide the infrastructure for "Ecosystem-Led Growth."

### Core Pillars:

1. **The Alliance (Strategy):** Mapping the ecosystem to identify high-leverage partners and negotiating the commercial terms (Revenue Share, Distribution).
2. **The Deal (Execution):** Bridging the gap between sales and legal. We draft, redline, and finalise MOUs and SLAs in real-time, drastically reducing deal cycles.
3. **The Bridge (Market Entry):** Facilitating the specific Europe-Africa corridor.
   * *For African Scale-ups (Fintech, Logistics, SaaS):* Providing a fractional "European HQ," managing GDPR, compliance, and enterprise trust.
   * *For European Tech & Retail:* De-risking entry into Nigeria via local entity setup and trusted distribution partners.

## 4. Why This Team? Why Now?

* **The Founder Profile:** A Lawyer with an MBA with years of experience. Uniquely positioned to handle the dual burden of *commercial viability* and *legal compliance*.
* **The Geopolitical Timing:** European enterprises are seeking growth in emerging markets (Africa), while African champions (Series A/B) are seeking hard-currency revenue (Europe). The demand for a trusted "Bridge" has never been higher.
* **Location Advantage:** Headquartered in **Lille** (1 hour from Paris, London, Brussels), offering the connectivity of a capital with the lean operating costs of a regional hub.

## 5. Strategic Questions for Feedback

As I refine this model for a 2026 launch, I would value your perspective on the following:

1. **Service Market Fit:** Do you see the "Legal-Commercial Bridge" as the primary friction point in partnerships, or is execution/activation the bigger pain?
2. **Pricing Model:** We are positioning as a Premium Retainer (vs. a Success Fee model) to ensure quality control. Does this align with how Series A/B companies procure advisory services?
3. **The "Bridge" Narrative:** Is the Europe-Africa angle strong enough to stand alone as a differentiator, or should it be a secondary feature to the core "Partnership" offer?