

**【White Paper】**  
**Flexible Research & Documentation**



# Agenda

# Agenda

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SASAL, INC

**1. PROJECT APPROACH**

**P 02**

**2. SASAL, INC.**

**P 09**

# PROJECT

## Cost

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Those are the cost of the service.

		<b>Slide Creation</b>	<b>Documentation</b>
		Create the Power Point slide based on the SASAL strategy knowledge or your demands. Compared with other services, this service is more flexible.	As a strategy consultant, SASAL INC does the strategy job more flexible compared with slide creation.
<b>Cost</b>		\$200- / Slide + Tax (e.g. \$20,000- / 100 Slide)	\$13,500 / Person + Tax
<b>Service Contents</b>	<b>Logic Creation</b>	○	○
	<b>Research</b>	○	○
	<b>Adjustment</b>	×	○
	<b>Excel Creation</b>	×	○
	<b>Malti Languages</b>	○	○
	<b>Onsite Work</b>	×	△

# PROJECT APPROACH

## Q&A

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Those are the FAQ.

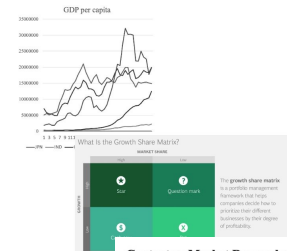
No	Question	Answer
1	Is it possible to prepare materials according to the ordering party's internal format?	No, we will submit it in our output format. We have no problem with secondary use, and we would appreciate it if you could change the format to your company's format if necessary.
2	When we would like to write the other language to one slide, it that possible?	Yes, when you use two languages and make the document per language, that is counted as the two slides. If you included those languages to the one slide that is counted as one slide.
3	Could the client specify the number of pages?	Yes, you can. Please tell ahead; if not, SASAL, INC will customize based on our past case.
4		
5		
6		
7		

# PROJECT APPROACH OUTPUT IMAGE

Below is an example of our past materials. We plan to submit materials to our clients in the following output format.

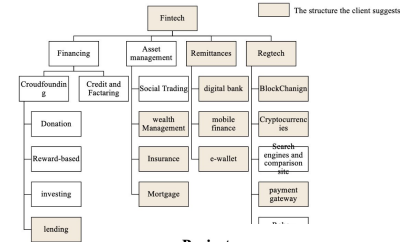
### Contents > Output Details > Market Research > High Layer Research

High Layer Research is targeting on 19 countries.



### Contents > Market Research > Low Layer Research > Fintech Structure

Those are the structures of SASAL, INC currently under consideration. About 50% is the structure the client is not under consideration.



### Contents > Market Research > Low Layer Research > Telecommunication Companies

Those are the examples of the company.

No	United States	United Kingdom	Bangladesh
1	Alipay Networks Holdings Inc.	British Sky Broadcasting Group	Robi Axara
2	Alice USA Inc.	TalkTalk Group	ADN Telecom
3	AT&T Inc.	Vodafone	Grameenphone
4	Cell Bank	O2	McAik

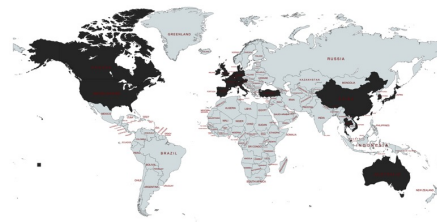
### Project Business Plan Introduction

SASAL, INC will show the Business Model Introduction. After this project, it's no prob to break down and do the process for your company. If there is the questions please ask SASAL, INC.



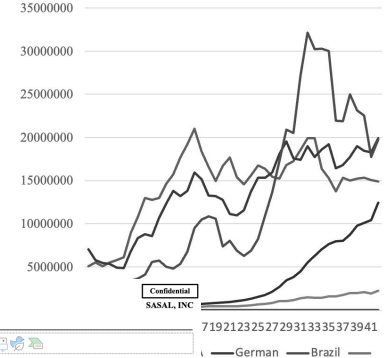
### Client Region

Those are the reason of the client office in global.

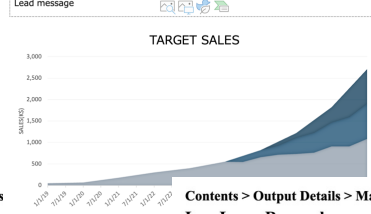


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### GDP per capita



### PROJECT Target Sales



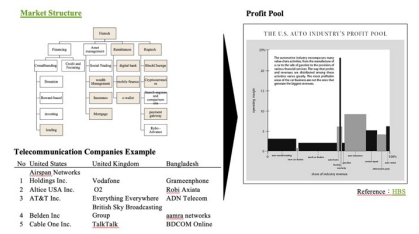
### Contents > Market Research > High Layer Res > The Fintech Market size in Global

The US market is most wide in the Global.



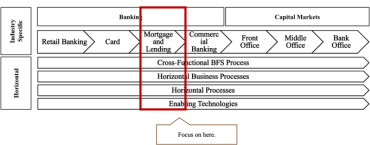
### Contents > Output Details > Market Research > Low Layer Research

By using the Market Structure and Companies SASAL, INC calculates and creates the profit pool.



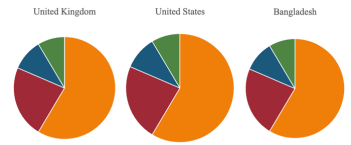
### Contents > Company Strategy > Value Chain

SASAL, INC decide the scope based on the value chain.



### Contents > Market Research > Middle Layer Research > Ownership Ratio

Lead message



Sources: Capital IQ, Pitchbook, Company's investor presentations, desktop research, BCG analysis.

# PROJECT APPROACH

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## Next Action

The following next actions are planned after adjustments based on this proposal.

Not Started	In progress	Completed
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No	Title	Detail	Responsible	Due	Status
4	2 <sup>nd</sup> Meeting	<ul style="list-style-type: none"><li>Meeting will be hold based on the client's schedule. Please register from <a href="#">here</a>.</li></ul>	Clients and SASAL, INC	Follow Client	Not Started
3	Contract	<p>After the first meeting, SASAL, INC send the information. Please reply.</p> <ul style="list-style-type: none"><li>NDA</li><li>Basic Contract</li><li>Project Contract</li></ul>	Clients and SASAL, INC	Follow Client	Not Started
2	1 <sup>st</sup> Meeting	<ul style="list-style-type: none"><li>Meeting will be hold based on the client's schedule.</li></ul>			
1	Payment	Payment is required through the <a href="#">PayPal link</a> . After payment is received, please register for the <a href="#">conference</a> .	Clients and SASAL, INC	Follow Client	Not Started

# PROJECT APPROACH

## Project Flow

Those are the next actions the most new next action is written on the top side. The legend is written on the right-top side of this page. This page is renewed by following the status of the Project.

No	Title	Detail
1	Appointment	Initial contact will occur either by the customer or due to SASAL, INC. SASAL, INC. will basically contact you by text for the purpose of building your knowledge. If a meeting is necessary, please inform SASAL, INC.
2	Requirements coordination	SASAL, INC will receive a BRD from the client and organize the requirements, or if no BRD is available, we will conduct a hearing or organize the requirements based solely on our knowledge without a BRD. Please specify your company's requirements.
3	Proposal	We will submit a proposal to the client, and if there is not enough information in advance due to lack of BRD or other reasons, there is a possibility that there will be a discrepancy between the proposal and the client's request.
4	Competitive quotes	We encourage you to obtain quotes based on your situation. We prefer to obtain quotes from other firms as we believe that this is an important decision for your company. We will respond to your questions by e-mail. Please make use of this service to share information within your company.
5	Contract	We will sign an NDA, a basic agreement, and a detailed agreement. If your company has the format, we can use the client format after legal check.
6	Kick Off Meeting	An initial meeting will be held at the start of the project. We hope you will join us to help make this project a success. Agenda <ul style="list-style-type: none"> <li>• From Client               <ul style="list-style-type: none"> <li>• Share any other information.</li> <li>• Asking the questions.</li> </ul> </li> <li>• From SASAL, INC.               <ul style="list-style-type: none"> <li>• Decide the per two weeks meeting day.</li> <li>• Share the folder of the file.</li> <li>• Decide the timing of PDF Share.</li> </ul> </li> </ul>
7	Project in progress	We will promote the project according to the initial meeting and proposal documents. Payment is invoiced at the end of the month and paid at the end of the following month. For project contracts, the project cost divided by the term is paid monthly (e.g., \$100K- per month for 3 months of \$300K-).
8	Proposal	Based on the client's request, we will implement the proposal again. The first submission is due about two months before the project is to be completed. After the submission, we will conduct a meeting and renew the contract one month before the end of the project.

Repetition

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# SASAL, INC

## Company Profile

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\*Feb 2024 Status

SASAL, INC is a strategic consulting firm founded in 2022. The firm is headquartered in New York, USA, and has a subsidiary in Tokyo, Japan.

### Overview

Company Name	SASAL, Inc
Representative	Yurino Sakamoto
Build	October 2022
Business	Strategy Consulting Company
Address	Headquarter 136 Madison Avenue, New York, NY 10016
Address	Subsidiary Akasaka Front Town 3F, 4-8-19 Akasaka, Minato-ku, Tokyo, Japan, 107-0052
Employee	<u>10 (Subcontract Included)</u>
Web Site	<a href="https://sasalinc.com/">https://sasalinc.com/</a>
Contact	<a href="https://sasalinc.com/contact/">https://sasalinc.com/contact/</a>
History	<ul style="list-style-type: none"><li>• 10/2022 SASAL, Inc. Established in Japan.</li><li>• 07/2023 SASAL, Inc. Established in the US.</li></ul>

### Management Philosophy

<b>Values</b>	As a specialist, deepen human attractiveness through communication.
<b>Vision</b>	Contribute as one company that supports the wealth of countries around the world.
<b>Mission</b>	Increase your company's "Future value".



# SERVICE

## Service

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The following are our services. We recommend Project for clients who want full-scale strategic consulting, and Person for clients who want a Small Start from a cost perspective.

Title	PROJECT
Contents	As a strategic consulting firm, we perform project work. We provide self-driven strategic consulting services as a team. Meetings are set up according to the client's needs.
Cost	\$100,000 – \$1,000,000 / Project
Team	3 months / 6 months / 12 months etc.,
ATTENTION	The maximum term of one contract is 12 months. If you wish to extend your contract, please contact SASAL, INC prior to the end of your contract.



CONTACT

## Competitive Information

Those are the competitive information. When you try the consulting firm, it's better for you to use our corporation as soon as possible.

		<b>Small Firm</b>	<b>SASAL, INC</b>	<b>Tier Firm</b>
<b>Feature</b>		Operation is local. Hence you would like to ask global job you couldn't.	Operation is global, and the cost is low; therefore, it is recommended that the client, who has never used the strategy consulting firm,	Operated globally, and there are name values, but the project speed is slow.
<b>Valuation</b>	<b>Cost</b> ( /Project)	~ \$100,000	\$100,000 – \$1,000,000	\$1,000,000 ~
	<b>Flexibility</b>	△	○	△
	<b>Term for Achievement</b>	◎	○	△
	<b>Name Value</b>	△	○	◎

# SERVICE

## Titles

Those are the titles of the SASAL, INC's employees.

<b>NO</b>	<b>Title</b>	<b>Details</b>
1	Director	Decide the corporate directions.
2	Manager	Account owner level as a Strategy Consultant.
3	Consultant	Project owner level as a Strategy Consultant.
4	Associate	Value to the project in the client's work and Support of the analyst.
5	Analyst	Counselor work as a Strategy Consultant and intern's support.
6	Intern	Event operating and director's support by doing the SASAL, INC's internal jobs.



## Past Case

Those are the past cases of SASAL, INC.

No	Sector	Title	Contents	Client	Region
1	Technology	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
2	Health Care	DX Strategy Consulting	System Migration of B2C application	Public Sector	Japan
3	Financials	New business development	BDD for Business Partnership	NYSE	Japan
4	Real Estate	-	-	-	-
5	Energy	New business development	Basic Business model research of the US Energy Industry	NYSE	Japan
6	Materials	-	-	-	-
7	Consumer Discretionary	-	-	-	-
8	Industrials	New business development	Business Model Reconsider and BDD for Business Partnership	NYSE	Japan
9	Utilities	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
10	Consumer Staples	Whole Strategy	Human Resources, IT, Accounting, Business Consulting	Start-up	United States
11	Consumer Discretionary	Globally Industry Research	Globally Industry Research based on each company e.g. US, Europe	TYO	Japan

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Energy	Energy Sector comprises companies engaged in exploration & production, refining & marketing, and storage & transportation of oil & gas and coal & consumable fuels. It also includes companies that offer oil & gas equipment and services.
Materials	The Materials Sector includes companies that manufacture chemicals, construction materials, forest products, glass, paper and related packaging products, and metals, minerals and mining companies, including producers of steel.
Industrials	The Industrials Sector includes manufacturers and distributors of capital goods such as aerospace & defense, building products, electrical equipment and machinery and companies that offer construction & engineering services. It also includes providers of commercial & professional services including printing, environmental and facilities services, office services & supplies, security & alarm services, human resource & employment services, research & consulting services. It also includes companies that provide transportation services.
Consumer Discretionary	The Consumer Discretionary Sector encompasses those businesses that tend to be the most sensitive to economic cycles. Its manufacturing segment includes automobiles & components, household durable goods, leisure products and textiles & apparel. The services segment includes hotels, restaurants, and other leisure facilities. It also includes distributors and retailers of consumer discretionary products.
Consumer Staples	The Consumer Staples Sector comprises companies whose businesses are less sensitive to economic cycles. It includes manufacturers and distributors of food, beverages and tobacco and producers of non-durable household goods and personal products. It also includes distributors and retailers of consumer staples products including food & drug retailing companies.
Health Care	The Health Care Sector includes health care providers & services, companies that manufacture and distribute health care equipment & supplies, and health care technology companies. It also includes companies involved in the research, development, production and marketing of pharmaceuticals and biotechnology products.

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Financials	The Financials Sector contains companies engaged in banking, financial services, consumer finance, capital markets and insurance activities. It also includes Financial Exchanges & Data and Mortgage REITs.
Information Technology	The Information Technology Sector comprises companies that offer software and information technology services, manufacturers and distributors of technology hardware & equipment such as communications equipment, cellular phones, computers & peripherals, electronic equipment and related instruments, and semiconductors and related equipment & materials.
Communication Services	The Communication Services Sector includes companies that facilitate communication and offer related content and information through various mediums. It includes telecom and media & entertainment companies including producers of interactive gaming products and companies engaged in content and information creation or distribution through proprietary platforms.
Utilities	The Utilities Sector comprises utility companies such as electric, gas and water utilities. It also includes independent power producers & energy traders and companies that engage in generation and distribution of electricity using renewable sources.
Real Estate	The Real Estate Sector contains companies engaged in real estate development and operation. It also includes companies offering real estate related services and Equity Real Estate Investment Trusts (REITs).

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**If you have questions, please get in touch with us.**

**<https://www.sasalinc.com/contact>**

**Thank you for reading this document.**