

# IOTA IMPACT: Transforming Consulting with AI

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IOTA IMPACT

# Revolutionizing Consulting with our AI-Powered SaaS Solution



Imagine the impact if leaders across every organization could make **faster, better decisions**. How much waste could be avoided? How much untapped **value could be unlocked**?

At **IOTA Impact**, we believe this future is possible—where leaders can access trusted, AI-powered expert advisors to make confident, data-driven decisions swiftly.

Our mission is to **democratize top-tier consulting**, enabling scalable advisory services that empower organizations worldwide.

Consulting firms and internal consulting groups who use our **cutting-edge consulting-tech SAAS platform** will double their productivity and scale their impact. Advisors will be freed to focus on delivering high-value work, not managing routine tasks, and will be able to serve more clients at scale.

This is more than just a business; it's a movement to **transform consulting**—to elevate the role of advisors and enable them to create a lasting, positive impact at scale. **Join us**, and together we can reshape the future of consulting for the better.

# The Challenge: Inefficiency and Inconsistency in Consulting

**Consulting is inefficient, overspending on low-mid value activities**

- Bulk of the time and cost spent in low-to-mid complexity tasks (professional googling, data collection, death by Powerpoint,)
- The current people-heavy model doesn't scale
  - 60% of cost is labor
  - EBITDA for firms is ~15%, despite project margins between 35-65%

**Consulting is often inconsistent, frustrating partners and clients**

- 19% of projects fail to meet expectations
- 21% of projects are not delivered on time
- Team execution is inconsistent
  - Frameworks and tools are not utilized to their maximum potential
  - Apprenticeship model is not scalable

**Industry lacks widespread tech adoption, hindering scalability**

- Dominant firms have not widely adopted AI and automation within their teams
  - 20 firms control half of the revenue \$200-\$400B revenue
  - Misaligned incentives such as hourly charges and team utilization metrics limit their transformation
- Smaller firms with 10 employees or less are 87% of the industry, and lack of resources to build internal technology

# AI Makes Consulting Better

## CONSULTING TEAMS NEED AN OPERATING SYSTEM

**A solution to collect and make sense of data**

### Pain points

- Research is slow
- Hard to interpret client data
- Synthesizing insights and implications requires senior expertise
- Lack of structured thinking and knowledge from junior team members
- Deliverables don't meet expectations – obvious or archaic

**A solution that integrates content and workflows**

### Pain points

- Difficulty in integrating tools at each stage of the workflow
- Lack of team knowledge of the toolkit available to them
- Capacity to manage the consultant's work
- Slowness in preparing communication

**A solution that scales their delivery of value to clients**

### Pain points

- Too much iteration on low-value tasks
- Lack of consistency of playbooks to execute research and consulting
- Partner capacity is mostly spent on team guidance and quality control vs. iterating with clients
- Lack of capacity for a new project
- Best practices are not disseminated
- Work is often not repeatable due to limited partner time

**Artificial intelligence accelerates and enhances market research, analytics, synthesis, insight generation, communications, and expert recommendations, freeing up knowledge workers for higher-value tasks**

## Example

# AI: A Game Changer for Consulting

**Objective** Opportunity and key segments, high-ROI investments, plan to test and scale.

**Scope** 6-week project including surveys, interviews, modeling, benchmarks, iteration with client.

## Using The Traditional Consulting Model (Without AI)



**Sell:** client needs, proposal, setup



**Deliver:** process, content, communications



**Manage and close:** admin, wrap-up, codify learnings

VS

## Knowledge Workers Powered By IOTA Impact's AI Platform



### 77 steps

#### Standardize – automate:

- Automate steps
- Standard or custom workflows
- Enhance workflows with AI tools and agents
- Optimize expert time
- AI-powered codification and learning



#### Enhance:

- AI-powered project management (e.g., follow ups)
- New sources of data (e.g., proprietary datasets)
- AI-enabled insights (e.g., summary, hypotheses)
- AI-enabled design and adaptive comms

### Today

124 FTE days | \$40k in cost | Hit or miss quality

### Potential

68% reduction in labor cost | 41% reduction in total project cost  
Higher quality / value



# Introducing IOTA's AI-Powered Consulting Platform

## Platform Value:



Automates knowledge generation, management and insights delivery



Enables consulting teams to scale rapidly through a consulting-tech operating system

## Value Proposition:



Improve outcomes

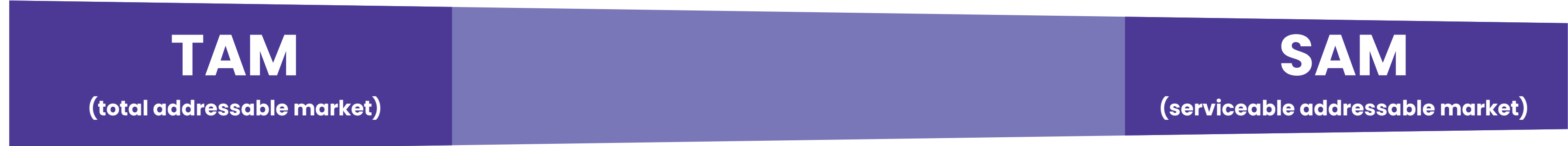


Automates low-value tasks to free up 50% of knowledge-workers' time



Scalable solutions for teams of all sizes

# Market Opportunity: \$52BN U.S. Consulting Market



**TAM**  
(total addressable market)

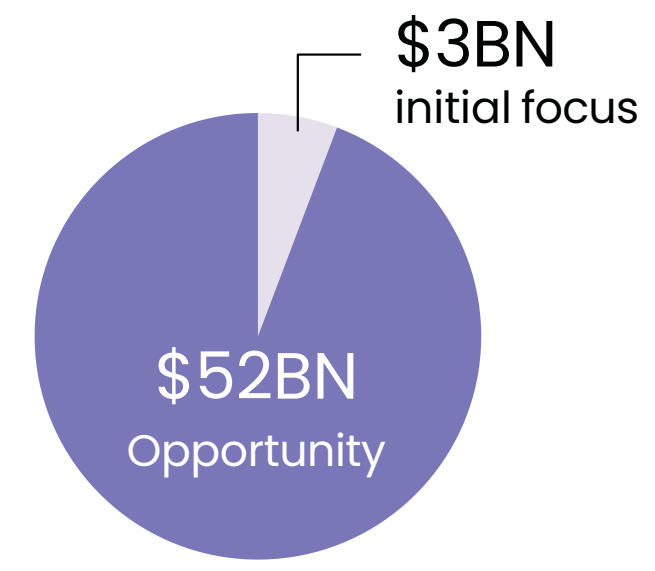
Global **consulting and research industry** revenue = \$400-BN – \$1 TR / year.

**Internal strategy teams** and centers of excellence labor cost = \$100BN / year.

U.S. internal and external consulting spend (low end) = \$250BN / year.

U.S. consulting labor costs (60% of total cost) = \$148BN / year.

U.S. streamlining opportunity through platform (reduce 35% of labor costs) = \$52BN / year.



**SAM**  
(serviceable addressable market)

Initial prioritized consulting use cases representing ~30% of total cases = \$15BN / year.

6 prioritized verticals to support use cases in – representing ~20% of total industry spend = \$3BN / year.

By streamlining consulting processes, IOTA helps consulting firms and internal teams generate faster, more accurate insights – saving time and unlocking new value.

Prioritized use cases: marketing, sales, product feature prioritization, and competitive strategy  
 Prioritized verticals: CPG/retail, software and platforms, consumer banking, pharma, government, and education

# Our Value Proposition

IOTA Impact, founded by consultants from world-class firms, is a technology firm providing a platform that:

## Three Key Value Points

### Empowers Strategic Business Decisions

Provides a technology platform that enables businesses to make smarter, data-driven decisions, achieving measurable results.

### Enhances Knowledge Work and Efficiency

Streamlines and enhances business processes, enabling experts to deliver faster, higher-quality insights and outcomes.

### Comprehensive AI-Powered Solutions

Offers a complete suite of AI-driven tools, including workflow management, synthetic crowds, and market analytics, all in one integrated platform.



# Our Leadership Team



**ANDRES SATIZABALL**  
CEO & Founder

- 23+ years of experience
- 750+ projects
- Ex-McKinsey New York, former
- Head of research and analytics centers of excellence



**JESSICA BOCCARDO**  
Head of Product and Automation

- 15 + years of experience
- Ex-BCG partner in New York
- Ex VP of Strategy, Ex-SME Solutions and Ex-Head of Contact Strategy and Collections Offers at Capital One Bank
- Platform development
- Leads the engineering and data team.



**JORDI MONSO**  
Head of Consulting Innovation

- 21+ years of experience
- Ex Partner at McKinsey & Company
- Technology analytics, and AI



**TBH**  
Head of Consulting-Tech R&D Lab

- Ex. MBB consultant with experience in product
- Consulting delivery and R&D Team
- Access to 13k people to support R&D through executing consulting engagement



**TBH**  
Head of Business Development

- Proven experience in B2B SAAS
- Experience in selling subscription and project-based consulting or market research services



**RICARDO VILLEGAS**  
Head of Operations, Finance and HR

- 15+ years of experience in finance and M&A
- Transformative business solutions

# Select Profiles of our Network of Experts and Advisors

## Product, technology and automation



**FRANCIS PEDRAZA**  
Founder and President  
@ Invisible

- AI-enabled process automation that grew From \$0 to \$120MM ARR
- Governance expert



**NICOLE MAFFEO**  
Co-Founder & CEO  
@ SIZE

- Senior Manager Google AI
- Co-Founder Stealth (Fashion AI acquired by Google)
- Ex-Bridgewater



**AYSUN DEMIRCAN**  
Sr. Director Product Mgmt.  
@ Circle

- Product leader
- Ex-Google product strategy, sales and growth Ads
- Ex-McKinsey, Ex-Bridgewater
- Ex-Founder CEO Dormoy customer feedback tech

## Strategy and operations



**LUIS POSADA**  
P.A.C.E. Consulting

- General management
- Ex-CEO and Ex-CFO of large media companies



**KAMRON PALIZBAN**  
Co-Founder –  
Invisible Technologies

- 19+ years of experience in Strategy and Operations
- Expertise in AI training



**CHARLES FISHKIN**  
Independent Board,  
Director – Risk Manager,  
Educator, Advisor, Author

- 40 + years of experience as consultant and risk Manager.
- His writing includes two books on risk management –The Shape of Risk (2006) and Managing Country Risk in an Age of Globalization (2018).

## Customer insights and analytics automation



**SANDRA NUDELMAN**  
MBA

- Ex-Head of Consumer Data and Engagement Platforms Wells Fargo
- Ex-Chief Data and Analytics Officer Chase
- Ex-McKinsey



**JAIRO MURCIANO**  
CEO  
@ Nethodology

- 22 years of experience with market research and technology (Spain)
- Research automation and AI enhancement



**JOSE LICERO**  
CEO  
@ SUMZ

- Data monetization and analytics automation startup
- Former CTO Leal and 13 years as IT consultant.

## Sales and marketing



**SHAHR BROUMAND**  
CEO @  
Infinity  
Constellation

- 20+ years experience
- Board advisory expert
- Chairman House of Seven Board and advisory services
- Decades of experience in Sales and BD for data



**JUAN SANCHEZ**  
CEO  
@ Monodual

- 20+ years experience
- Founder and partner of a Marketing, Digital and Communications agency



**VANA C. KOUTSOMITIS**  
Financial Advisor

- Wealth Management at Morgan Stanley.
- Working with Entrepreneurs to Manage their Money.
- Pacesetter's Award.

## Consulting and vertical-specific experts



**CAMILO TORO**  
Founder and President  
@ Oval

- Over 30 years of management consulting experience with deep expertise in the financial sector
- Ex-Booz Allen and Hamilton



**DAVID OLIVENCIA**  
CEO  
@ Angeles Investors

- MD at Accenture Cloud Advisory
- Angeles Investor and VC



**ANUJ HASIJA**  
Advisor, Healthcare  
Executive

- 20+ years
- J&J, Novartis, VP
- Customer-focused, team development, technology
- Ex-McKinsey



**OSCAR MARQUINA**  
Venture Capital

- P15+ years experience
- Angel Investor and VC
- Ex-McKinsey, Ex-Goldman Sachs

# Our Flywheel: Scaling AI-Driven Consulting

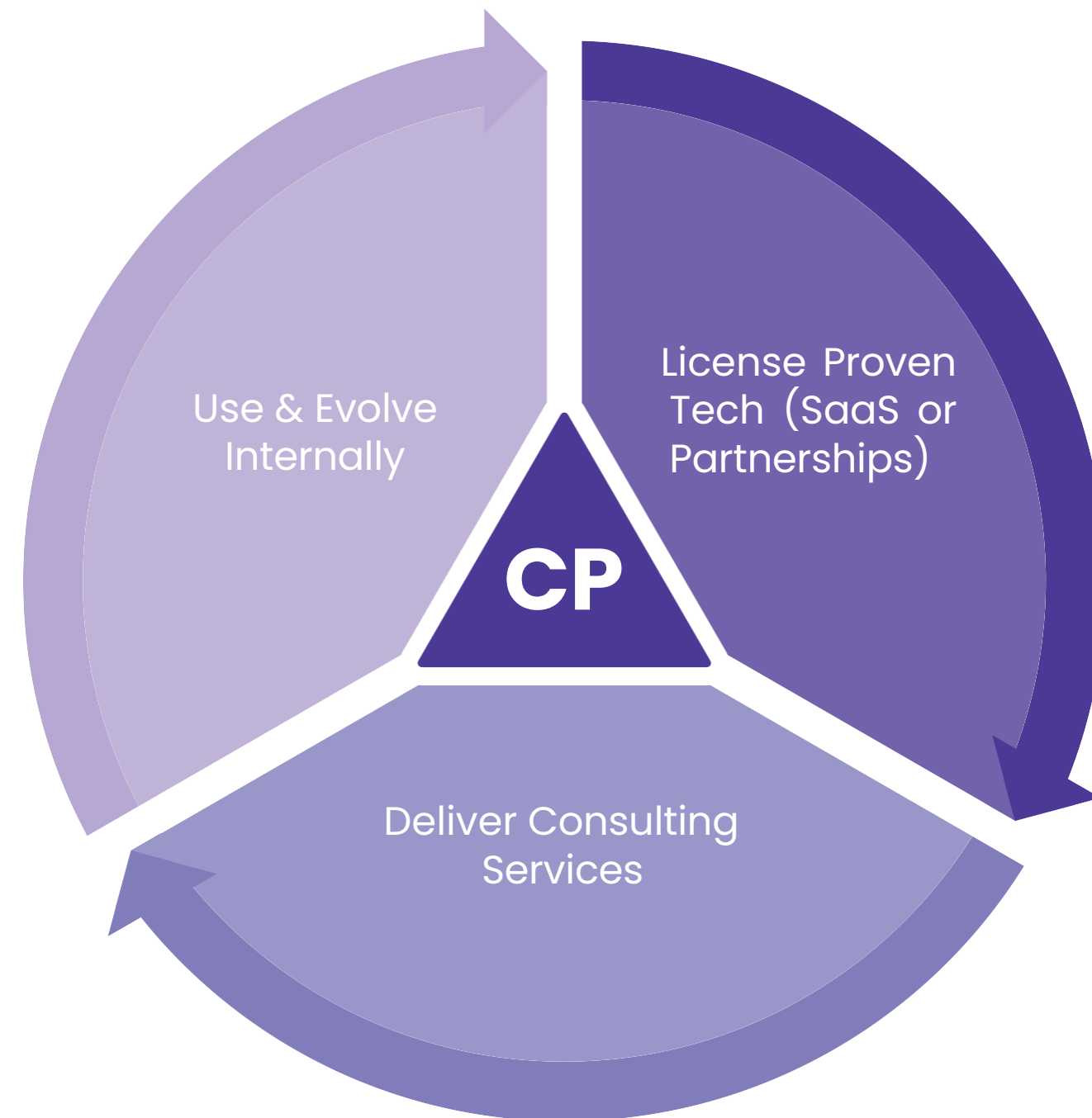
Building a scalable and defensible model through real-time R&D

## Automating & Enhancing Consulting

Our SaaS platform enhances consultants through automation and AI, allowing consultants to deliver high quality consistently and reducing costs.

It integrates data and AI-driven tools and agents to optimize knowledge workflows.

With an MVP, we will be piloting licenses to consulting firms and internal strategy teams.



## Live market testing

IOTA's Lab mimics a consulting firm, applying industry-specific data and AI to enhance our platform.

We focus on key verticals: CPG, Education, Consumer Banking, and Pharma.

With partners handling most project labor, we've executed dozens of engagements with top-tier clients, including Coca-Cola, Carnival, and leading consumer banks.

Value case

# IOTA's AI Consulting-Tech Platform

Standalone tools have been used by our internal team with dozens of end-clients. We will Beta test the SAAS starting January 2025.



## HOW IT WORKS

### APPROACH

Define competitive action plan for global CPG company to protect and regain share from largest competitor.

### RESULTS

Database analysis, primary research (customer, channel and expert research), social competitive benchmarking (KPIs, listening, geolocation), war-gaming workshops, plan definition, iteration with client, and hand-off.

### LEARN MORE

Our standardized workflow map of 95 steps for this case type and tools allowed for recent college graduates to successfully manage the process and tools for the project. Senior experts were then able to support and spend less time on QC, focusing more on higher-order thinking and client engagement.

### KPIs

Sold at **30%** of the cost of mid-market consulting firms.

**54%** margin (20% higher than typical consulting firms).

Client has purchased 4 strategy projects and over 12 consulting projects.

### Demand & Traction

Internal team uses the current tools and workflows on daily basis

Agreement with consulting firm to pilot the platform early next year. Other conversations in progress with 5 other potential pilots.

Feature example

# AI-Enhanced Survey Automation

We have conducted tens of thousands of surveys and have identified and used the tools to streamline.



## HOW IT WORKS

### APPROACH

A SAAS Platform is seeking to prioritize their roadmap to maximize customer retention and target higher potential customers.

### RESULTS

A survey to validate user segmentation, understand what drives true value, what the marketing funnel is and what the user is willing to pay by feature was created, and analyzed.

### LEARN MORE

Developed the survey using our question banks and client interviews. Programmed it using automation of survey tool. Fielded it and managed quotas with vendors.

Identified over 30% of responses as fake and cleared. Conducted basic analysis automatically.

### CLIENT QUOTE

"The richness of the survey data was superior to any other vendor we've worked with in the past."..."The speed and how they were able to iterate with us made us own the results and be comfortable with the actions."

### KPIs

▲ Project cost (survey portion was 45% faster than typically)

**\$32k**

▲ Estimated value of decisions

**\$12 million**

## SURVEY WORKFLOW ACCELERATION

Feature example

# Synthetic Crowds for Market Research

We have been evaluating the training and business use of synthetic crowds and will add to the platform by early 2025



## ILLUSTRATIVE USE CASE

### APPROACH

Decide between potential product positioning options to AB test by understanding end-customer preferences for beverage brands, flavors and pricing.

### PROCESS

Validating level of accuracy using different models and training mechanisms. As accuracy increases, we will integrate this tool to the platform.

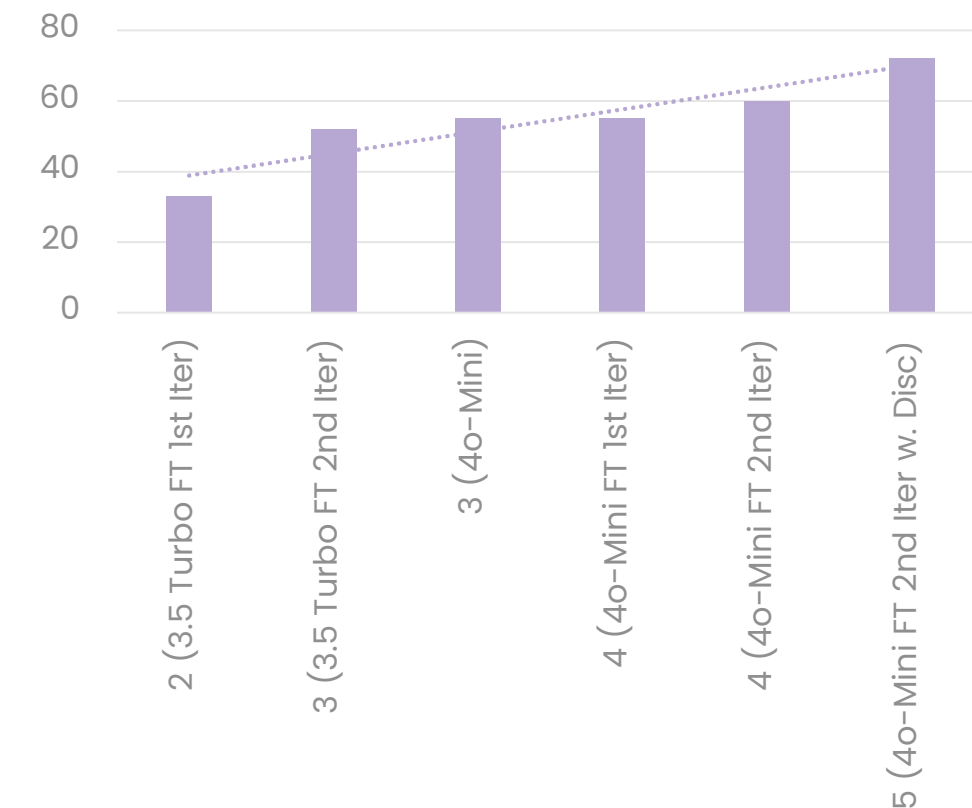
### KPIs

▲ Training of digital twins

▲ Accuracy (target >80%)

**72%**

▲ Savings in conducting research with digital twins vs. using digital panels (target 90%)



# Feedback from End Clients Demonstrates the Product – Market fit of AI-Powered Consulting

“

The expertise and effort they bring to the project is impressive and their ability to understand our needs and design a research effort that exceeded expectations by leveraging their combined experience made for a great experience and useful product.

“

The working relationship with Iota was excellent given the team listened intently to our goals for the project; worked hard to understand the detailed findings and translate them to meaningful actions; and made a conscious effort to be a true business partner throughout the effort.

“

IOTA delivered research results in multiple formats with detailed commentary, enabling quick data sorting and reference. We've used these results in product development, pricing, marketing, and positioning.



IOTA **IMPACT**

## R&D LAB VIDEO

[▶ Watch Demo](#)

Fueling our learning  
and confirming the  
value of our approach  
(Product-Market Fit)



# We will be testing with buyer segments to validate our prioritization and refine our go to market approach

## Emerging prioritization of prospective buyer segments

People		EXTERNAL CONSULTANTS			INTERNAL RESEARCH AND CONSULTING CENTERS OF EXCELLENCE	
		Mid-sized mgmt. consulting firms >20 staff (~17k firms – 5.1MM employees)	Top 20 consulting firms (est. at least 200k consultants)	Individual consultants offering services independently (~100k)	Fortune 500 centers of excellence	U.S. Firms with revenue >100MM (~20k firms)
Reasons to license	Standardization of quality of delivery	✓			✓	
	Center of Excellence creation / enhancement	✓	✓		✓	✓
	Access to innovative solutions (e.g., synthetic crowds, AI agents)	✓		✓	✓	✓
	Cost savings	✓	✓	✓	✓	✓
	Scalability of their experts	✓		✓	✓	
	Flexible capacity	✓	✓	✓	✓	✓
<b>Priority</b> (to be tested in product and go-to-market pilots)		High	Medium	Low	High	Medium



# IOTA Impact's Consulting-Tech Platform Will Scale



## Software

- Monthly licenses per workflow or seat (to be tested)
- Initial focus on mid-sized consulting firms and Fortune 500 Centers of Excellence
- Subscriptions of \$24k-\$1MM per year (team size and utilization)



## Tools

- Access to all base tools included in license
- Per volume for add-on services such as marginal costs of survey responses, (e.g., U\$7 per survey or U\$1 per query to synthetic crowds)



## People

- Marketplace of experts and managers to add flexible capacity
- Access to flexible capacity as white-label consultants or project support

**11 firms already expressed interest in piloting IOTA Impact's AI-powered consulting-tech platform in 2025**

*"Oval Consulting is thrilled to announce the integration of IOTA Impact's AI platform into our project work, starting as soon as possible in 2025, to drive innovation and enhance project outcomes."*

**Paola Rondon**  
Oval Consulting, Partner

# How We Differentiate Ourselves

## Drivers of value



Increase impact – spend more time with internal / external clients building trust, storytelling, helping with alignment and change management



Quality – having a centralized tool allows for best practices to be codified and disseminated



Advanced security, protecting client data and own IP from being extracted or exposed to bad actors



Less effort from senior consultants – optimized processes to make knowledge work faster liberating experts



FTE time saved – target to free up to 3 in every 5 knowledge workers to add more value



Lower cost – consulting work could be twice as profitable or at least 40% more affordable

## Competitive advantage (MOAT)



AI native – searching, evaluating, testing, and deploying data and AI tools that elevate knowledge workers (process power)



Proprietary processes, staff and AI agents streamlining and enhancing knowledge work through a platform vs. selling hours (counter-positioning)



Platform enables more projects and the use of specialized tools for multiple projects driving costs down. (economies of scale)



As consultants and internal teams rely on technology that saves them from hiring FTEs and build their practices around our platform (switching costs)



Optionality as the tool can add use cases for other use cases, functions, industries, geographies enabling millions of professionals globally who already do consulting (network economies)

# Our differentiation comes from our deep understanding of management consulting and a modular platform that integrates the most valuable solutions for each need

Player type		IOTA SAAS Platform	Staffing	Market research	General search and LLMs	Internally built solutions	Other solutions for consulting
		Player		 Freelance marketplaces	    	Google  ChatGPT	   
Sales	Scoping and proposal creation	✓		✓			✓
	Use case frameworks and knowledge	✓	✓	✓	✓	✓	
Research	Basic research	✓	✓	✓	✓	✓	
	Custom research	✓	✓	✓		✓	
	Analytics	✓	✓			✓	
Synthesis	Insight generation and synthesis	✓	✓			✓	
	Communications and design	✓	✓	✓		✓	✓
Collaboration	Feedback loops	✓		✓		✓	
	Process mgmt., and reporting	✓				✓	✓
	Admin, access, security	✓				✓	
Solution value drivers	Cost	✓			✓		
	Speed	✓	✓		✓	✓	
	Quality of outcomes	✓		✓		✓	
	Innovation / currency of tools	✓				✓	

# The Space is Large, and IOTA is Differentiated from its Closest Competitors.

COMPETITOR	 STRENGTHS	 WEAKNESSES	 <b>HOW IOTA WINS</b>
 Mavenlink	Strong in project management & financials	Lacks deep analytics and consulting focus	Customizable workflows and advanced client analytics for consultants
 KIMBLE	Project profitability & resource management	Limited CRM and border integration	Full CRM integration and end-to-end consulting tools
 acelo	Combines project management & CRM	Not tailored for consulting or financial depth	Consulting-specific features and strong financial insights
 Deltek Vision	Strong financials & resource planning	Complex, costly for smaller firms	Cost-effective and easy to implement for all firms sizes
 bqe	Financial tracking & project management	Lacks automation and consulting focus	Automated workflows and consultingspecialized insights

# Where We are Today

## We have traction



Created product, delivery, sales/marketing and operations teams and workflows.



Est. \$7.5M+ revenue in 2024, have been profitable since 2023.



Served 15 end-clients to date and executed 45 relevant use cases in R&D lab – generating reputation.



Have been using unique modules, now with Platform MVP we have a single place.



Investment from automation firm, research consortium, consulting firm, analytics firm, business experts.



Conducted \$520k pre-seed round @ (Safe \$5MM cap 85% discount) in 2022.



# Now We'll Accelerate



Accelerate our platform development and conduct 6 pilots in Q2 2025



Accelerate consulting delivery to build more direct services use cases for R&D – 30 direct clients to continue evolving our capabilities



Target \$35MM revenue in 2027, +\$100MM by 2030. (over 90% of it through tech licensing)



Build and integrate our synthetic crowds differentiator



Find more partners



Scale our solutions (security, data, etc.)

# Roadmap View with Acceleration

## Strategic Goals:

### Expand Market Reach:

Broaden our client base through targeted sales efforts and strategic partnerships.

### Enhance Platform Adoption:

Demonstrate the value of our platform to solo consultants and large firms alike.

### Increase Market Enablement:

Enhance traditional consulting models by providing high-quality, accessible solutions.

## CONSULTING SAAS PLATFORM (Product – engineering)

## LIVE MARKET TESTING (Consulting delivery / R&D)

## GO TO MARKET (Sales, marketing)





2024

2025

2026

Q3-Q4		Q1	Q2	Q3	Q4	
MVP of integrated platform evolved to v1	Train and expand priority functionalities use cases, data, and AI	Advanced AI capabilities, improve UX, evolve use cases	Enhance based on pilot learnings	Continuously improve and add digital twins functionality	Launch, add more use cases	Scale, add more verticals / geographies
Detail playbooks and workflows Test synthetic crowds.	12 more tests for use cases. Better integrate experts.	30-60 test engagements per quarter to continuously improve platform				
<ul style="list-style-type: none"> <li>R&amp;D sales efforts through lead generation, outbound outreach, conferences and networking</li> <li>Thought leadership positioning</li> <li>Partnership with consulting firms</li> </ul>		Prepare for pilots with test Firms (managed pilot with at least 1)	6 pilots running w/ consulting firms / internal groups	Get references and launch platform sales efforts to firms through direct conversations and revenue sharing partnerships (e.g., Catalant)		Sell to internal teams of end clients

# Funding Uses for Seed Round Raise

Goal	Target acceleration funds
 <b>Accelerate the development of the SaaS platform</b> Product and engineering staff, licenses of paid solutions and security, pilots with partners, data acquisition. Go to market capacity.	<b>\$1.0M</b>
 <b>Speed up client acquisition for live market testing and R&amp;D</b> Bring deep expert support and price aggressively to enter strategic clients to test our platform.	<b>\$0.4M</b>
 <b>Build targeted AI agents and synthetic crowds use cases and capabilities</b> Staff, Training data, LLM customization, digital twin training and other innovations that enhance consulting.	<b>\$1.1M</b>
 <b>Total</b>	<b>\$2.5M</b>



# Target Investor Profile and Investment Terms

## Objectives



- **~\$2.5 seed-round investment**
- **Lead investor: Visionary Ventures**
  - \$675K in verbal commitments
- **Mainly targeting strategic investors:**
  - SAAS, AI, automation angels
  - Mission-aligned VCs (B2B tech-enabled services and platforms)
  - Consulting firms and company-led funding arms
  - Vertical-specific / marketing and sales growth investors
  - Family offices – mission / content aligned

## Terms



- **~\$16M pre-money**
- **SAFE**
  - 15% discount
  - Pari-passu with the preferred shares from the pre-seed round when seed convert to preferred.
- **Target check size**
  - $\geq$ \$250k for institutional investors ( $\geq$ \$100k for current investors)
  - $\geq$ \$25k for strategic individual investors

No legal representations are made in this document. All binding representations and warranties (Reps & Warranties) will be set forth in the definitive investment documentation.

Note: Pre-Seed Round (2022) \$520K mostly from strategic investors , 5MM Valuation , 15% Discount. Will convert to preferred shares after seed round

# Our Progression Towards Becoming a Consulting-Tech Unicorn



Year	2024 forecast	2025	2026	2027	2028	2029
Revenue Projection 5Y US\$ M	7.5	7.0	12.0	30.0	65.0	125.0
SAAS		1.0	5.0	15.0	30.0	60.0
Standalone / white label tools			2.0	10.0	30.0	60.0
R&D LAB*	7.5	6.0	5.0	5.0	5.0	5.0
Gross margin	38%	35%	39%	48%	57%	63%
EBITDA margin	13%	15%	22%	31%	39%	44%

\* R&D lab revenue will remain steady as we continue executing ad-hoc projects in adjacent areas to integrate into the platform, while simultaneously scaling the use cases that have already been codified.

# CONTACT US

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