

# Enterprise Value Creation Roadmap

The AI-Powered Operating System for Strategic  
Value Creation

---

**REDTAIL CAPITAL**

February 2026

# Most Companies Struggle to Create Sustainable Value

The Challenge: A Disconnect Between Strategy and Execution

Traditional strategic planning focuses on execution tracking rather than value creation fundamentals. Companies invest millions, yet the gap remains.



## Superficial Tracking

Tools track goals but don't diagnose value creation drivers.



## Lagging Metrics

Financials measure outcomes but don't reveal underlying strategic health.



## Consulting Gap

Engagements provide insights but lack continuous implementation support.



## Siloed Systems

Approaches miss the interconnected nature of business systems.



# EVCR Provides a Comprehensive Solution

Operationalizing Consulting Expertise into a Scalable Platform



## Proven Methodology

Decades of consulting expertise refined into a repeatable approach for scale.

- Systems thinking approach
- Battle-tested in real markets



## Strategic Frameworks

Integration of Porter's frameworks for rigorous competitive insight.

- Five Forces Analysis
- Value Chain Mapping



## AI Automation

Specialized AI agents automate analysis and surface strategic recommendations.

- Specialized Agent Roles
- Continuous Monitoring

**STEP 1**  
**Diagnostic**

**STEP 2**  
**Strategic Planning**

**STEP 3**  
**Execution**

**STEP 4**  
**Value Realization**

# The Three-Layer Business System Framework

EVCR Views Every Business as an Interconnected System

The foundation of EVCR is a systems thinking approach. Value is created only when all three layers are aligned and optimized.

## The Core Insight

Misalignment between layers destroys value and creates strategic drift.



### The Strategic Layer

POSITIONING

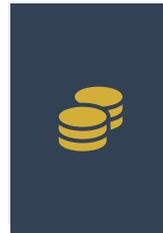
Defines where the company plays and how it wins. Includes industry structure, competitive position, and sustainable advantage.



### The Operating Layer

EXECUTION

Translates strategy into action. Includes business processes, value chain activities, and operational efficiency.



### The Resource Layer

ASSETS

Fuels the engine. Includes financial capital, human capital, and physical assets required to execute operations.

# Porter's Five Frameworks Embedded

Rigorous Competitive Analysis Built Directly into the Platform

*"Strategy is about making choices, trade-offs; it's about deliberately choosing to be different."*



## Five Forces Analysis

Assesses industry attractiveness and competitive intensity to determine profit potential.



## Generic Strategies

Clarifies strategic position: Cost Leadership, Differentiation, or Focus.



## Value Chain Analysis

Identifies activities that create cost or differentiation advantages.



## Activity System Mapping

Visualizes how activities reinforce each other to create strategic fit.



## Sustainability Analysis

Evaluates barriers to entry and mechanisms protecting advantage.

# The Value Creation Insights Model

Transforming Complex Data into Actionable Intelligence

## Holistic Assessment

13 modules cover strategic positioning, operations, finance and human capital.

## Quantifiable Health

Hundreds of weighted data points produce a single Value Creation Score (0-100).

## Visual Diagnostics

A colour-coded map highlights strengths, weaknesses and high-impact levers.



# The 13 Modules Explained

A Comprehensive Diagnostic Engine Covering Every Aspect of the Business

---

## 01 Summary

High-level overview of performance and Value Creation Score.

## 02 Definitions

Establishes common vocabulary for shared understanding.

## 03 Strategic Position

Evaluates industry attractiveness and competitive advantage.

## 04 Value-Based Mgmt

Assesses alignment of policies with value creation principles.

## 05 Marketing & Growth

Analyzes customer segmentation and go-to-market strategy.

## 06 Sales Growth

Examines drivers of top-line revenue and market share.

## 07 Operating Profit

Identifies opportunities for margin expansion and cost reduction.

## 08 Invested Capital

Assesses capital efficiency, working capital, and ROIC.

## 09 Employee Productivity

Analyzes human capital efficiency and revenue per employee.

## 10 Risk Management

Evaluates exposure to financial, operational, and strategic risks.

## 11 Business Execution

Assesses planning, budgeting, and project management capabilities.

## 12 Financial Performance

Comprehensive review of financial health and statements.

## 13 Strategic Planning

Facilitates development of vision, objectives, and action plans.

---

# The Execution Roadmap

26 Components Translating Strategic Insights into Disciplined Action

## 01 Foundation

- Leadership Alignment
- Communication Plan
- Change Management
- Governance Structure
- Resource Allocation

## 02 Planning

- Strategic Initiatives
- Initiative Charters
- Key Performance Indicators
- Targets & Baselines
- Initiative Roadmaps
- Integrated Schedule
- Risk Management Plan

## 03 Execution

- Initiative Kick-off
- Project Management
- Issue & Risk Mgmt
- Stakeholder Mgmt
- Communication & Reporting

## 04 Performance

- Performance Reviews
- Variance Analysis
- Corrective Actions
- Lessons Learned
- Incentive Compensation
- Continuous Improvement
- Knowledge Management
- Post-Implementation Review
- Celebration & Recognition

# AI-Powered Automation

Seven Specialized Agents Democratize Strategic Expertise



## Chief Value Officer

Orchestrates the engagement, manages user intent, and integrates all agent outputs.



## The Analyst

Collects market data, processes internal documents, and identifies key trends.



## The Strategist

Applies Porter's frameworks to diagnose competitive position and advantage.



## The Operator

Analyzes value chain activities and identifies operational efficiency levers.



## The Financier

Builds financial models, performs valuations, and assesses capital efficiency.



## The Coach

Provides change management guidance and leadership development support.



## The Writer

Synthesizes insights into professional reports, presentations, and communications.

# The EVCR Workflow

A Structured Four-Phase Process from Diagnosis to Continuous Improvement



# Two Product Editions

Tailored Solutions for Distinct Market Segments



## Enterprise

FULL SUITE

- ✓ **Full 13-Module VCI Model** for comprehensive diagnostics across all business layers.
- ✓ **All 7 AI Agents** including specialized roles for finance, strategy, and operations.
- ✓ **Complete Execution Roadmap** with 26 components for disciplined implementation.
- ✓ **Custom Integrations** with ERP and BI systems.

### TARGET AUDIENCE

**Mid-sized to Large Enterprises (\$50M+)**

Annual SaaS Subscription (\$50K - \$200K)



## Startup

GROWTH ENGINE

- ✓ **Condensed VCI Model** focused on product-market fit and growth drivers.
- ✓ **3 Core AI Agents** (Analyst, Strategist, Coach) for essential guidance.
- ✓ **Simplified Roadmap** adapted for agile execution and rapid iteration.
- ✓ **Investor-Ready** outputs for fundraising.

### TARGET AUDIENCE

**Early-stage Startups (Pre-seed to Series A)**

Freemium Model (\$0 - \$5K/year)

# Competitive Differentiation

The Only Platform Bridging Strategy, Execution, and AI Automation

Key Capabilities		PE Platforms <small>(e.g., Maestro)</small>	Enterprise Software <small>(e.g., Viva Goals)</small>	Strategy Consulting <small>(e.g., MBB)</small>	<b>EVCR Platform</b>
<b>Strategic Depth</b> <small>Porter's Frameworks</small>		— Medium	✗ Low	✓ High	✓ High
<b>Diagnostic Scope</b> <small>Holistic Business View</small>		Financial Focus	Execution Focus	Custom Scope	<b>13-Module Model</b>
<b>AI Automation</b> <small>Autonomous Agents</small>		✗ None/Low	— Copilots	✗ Manual	 <b>7 Agents</b>
<b>Market Reach</b> <small>Who can use it?</small>		PE Firms Only	Enterprises	Large Corps	<b>All + Startups</b>
<b>Scalability &amp; Cost</b> <small>Accessibility</small>		High Cost	High Scale	Very High Cost	<b>High Scale / Flexible</b>

# Market Opportunity

A Multi-Billion Dollar Market Across Four Distinct Segments



## PE Value Creation

**50,000+**

Portfolio companies globally managed by 5,000+ PE firms seeking standardized value creation.



## Enterprise Strategy

**200,000+**

Mid-sized to large enterprises needing to bridge the gap between strategy and execution.



## Startup Planning

**500,000+**

New startups founded annually requiring professional guidance without consulting costs.



## Strategy Consulting

**\$40B+**

Annual market size for strategy consulting, ripe for AI-driven disruption and democratization.

## Growth Drivers

### AI Democratization

LLMs now enable the automation of complex strategic analysis previously reserved for top-tier consultants.

### Investor Pressure

Rising interest rates and economic uncertainty are driving a shift from "growth at all costs" to sustainable value creation.

### Sophistication

Founders and executives are increasingly seeking rigorous, data-driven frameworks over generic advice.

# Go-to-Market Strategy

A Dual-Track Approach for Enterprise and Startup Segments



## Enterprise

HIGH-TOUCH & CREDIBILITY

### Thought Leadership

Publishing research reports, white papers, and hosting executive roundtables to establish methodology authority.

### Strategic Partnerships

Collaborating with Big Four accounting firms, strategy consultancies, and investment banks for referrals.

### Consultative Sales

Direct engagement with C-suite executives through pilot programs and proof-of-concept implementations.



## Startup

PRODUCT-LED GROWTH

### Freemium Model

Offering a free diagnostic tool to drive user acquisition and demonstrate immediate value.

### Accelerator Partners

Integration into curriculum of top accelerators (YC, Techstars) to capture high-potential startups early.

### Content Marketing

Educational blog series, podcasts, and templates focused on "Strategic Planning for Founders."

# Development Roadmap

An 18-Month Phased Approach from MVP to Market Leadership



# Why Now?

The Convergence of Three Critical Factors Creates a Perfect Opportunity



## AI Maturity

LLMs can now automate complex strategic analysis and financial modeling once requiring human specialists.



## Market Demand

Investors and markets demand disciplined, sustainable value creation over unchecked growth.



## Proven Methodology

A refined consulting framework reduces execution risk and accelerates reliable outcomes.

**The Result:** A unique window to define the category of "AI-Powered Value Creation"

# The Vision

Building the Industry Standard Operating System for Value Creation



**Target: 10,000+ Enterprises & 100,000+ Startups**

# Call to Action

Join Us in Democratizing Strategic Value Creation

"We are seeking strategic partners, pilot customers, and investors who share our vision of *democratizing access to world-class strategic expertise.*"



## Enterprises

Optimize your value creation strategy with our full suite.

[JOIN PILOT PROGRAM](#)



## Startups

Get professional strategic guidance from day one.

[GET EARLY ACCESS](#)



## Partners

Accelerators and consultants looking to scale impact.

[PARTNER WITH US](#)



## Investors

Fuel the next category-defining platform.

[DISCUSS FUNDING](#)

 [www.redtailcapital.com](http://www.redtailcapital.com)

 [contact@redtailcapital.com](mailto:contact@redtailcapital.com)

---

# Thank You

## *Questions?*



PRESENTED BY

**Jay**

Founder, Redtail Capital



WEBSITE

[www.redtailcapital.com](http://www.redtailcapital.com)