



It is not the strongest of the species that survives, nor the most intelligent that survives.

It is the one that is the most adaptable to change.

~ Charles Darwin

AMPERSAND | GROWTH BY DESIGN

Helping big companies act small and small companies get big.

YOUR CHALLENGE | SUPPLY FOLLOWS DEMAND

Every successful company eventually faces the hard reality that *supply follows demand* – and demand changes.

Customers pivot. They seek better deals, better options, perfect service. Behaviors change as expectations shift and new options emerge.

Competitors innovate. They watch and listen and learn. When they see an opportunity they jump on it. They act fast; speed matters.

Markets move. Every day brings a new reality. Expect change. Adapt. Repeat.

OUR SERVICES | LEAD IT. PLAN IT. DO IT. BE IT.

Work with us at four tiers of service to propel your growth.

Growth AGENDA

LEAD IT We help executives to assess their business. We match ambition to aptitude, risk to reward, and set the conditions to innovate successfully. Step 1: lay out a clear vision for the growth you aspire to achieve, and understand the commitment required to achieve it.

~ *Know what you want.*

Innovation STRATEGY

PLAN IT We work with you to qualify your aspirations and quantify your revenue goals. We diagnose the needs of the business to deliver on organic growth, and establish a robust, realistic strategy to achieve it in the designated time frame.

~ *Get what you need.*

Innovation DESIGN

DO IT We team our specialists with yours, to Define the challenge, Discover the need, Design the solution and Deploy an in-market pilot to produce innovations that drive profitable growth and set you apart.

~ *Innovate in 4D.*

Innovation CAPABILITY

BE IT As adaptation becomes a critical competence, we work within your culture to design capabilities into the DNA of your business, and transfer the skills for disciplined, repeatable innovation.

~ *Propel your growth.*

OUR CLIENTS | FINDING THE FUTURE FIRST

We have advised over 100 of the Fortune 500 and nurtured startups from birth.



YOUR MOVE | roger@ampersand.vc | 917-434-2125

Please contact Roger Mader in New York to discuss the the challenges you face. Let's work together to discover and drive new growth. Design the future you deserve.