



Visionary Business Consultants SRL

Unique registration code: RO26075155

Trade Registration No.: J40/9964/07.10.2009

19 Orzari Str., Ap. 15, District 2, Bucharest

Bank: Unicredit Tiriac Bank, Unirii Branch

Social capital: 200 RON

GBP account: RO22BACX0000000407879004

EUR account: RO76BACX0000000407879002

RON account: RO06BACX0000000407879001

EORI no. RO26075155

Work Proposal no. ... for ...

1. Consultant Profile

1.1. General Presentation

The consultant spent over 20 years understanding and solving the customers' needs. He has 17 years of international experience in working effectively with people at all levels of Multinational Corporations. He, also, accumulated 12 years of management experience in leading heterogeneous teams of professionals, improving business and maintaining collaborative relationships with customers, suppliers, partners and employees. For more than 9 years the consultant has worked in top management positions in global and local companies. Moreover, he founded several companies in the last 18 years.

The consultant has spent the last couple of years helping over 300 individual clients to improve their professional life, using his own methodology, and mentoring over 70 startups in creating a sustainable business from their passion, using the Lean Startup methodology. Also, the consultant designs and delivers customized learning and change programs (trainings, workshops, lectures) to various organizations and individuals, in accordance to their growth needs.

1.2. Professional Qualifications

Authorized Trainer and Coach, BS in Psychology, BS in Physics, NLP Coach Practitioner, Systemic Coach Practitioner, Brief Therapy, Strategic Therapy, Systemic Therapy, Non-Violent Communication, and over 25 years of various international sales and leadership trainings

1.3. Skills and Specializations

Executive Coaching, Executive Mentoring, Business Development, Strategic Planning, Conflict Management, Change Management, Organizational and Culture Management, Lean Startup

1.4. Consultant Services

The consultant provides mentoring and coaching sessions that guarantee immediate results, as each session has its own objective. Also, personalized "homework" is involved in order to produce long term cognitive and behavioral changes.

The professional services provided by the consultant are:

- Executive Coaching and Mentoring - helping people achieve their full professional and personal potential.
- Startup Advising - helping founders start a successful business with minimum risks and costs.
- Change Management – helping organizations obtain specific development objectives by designing and delivering customized trainings and workshops based on their environments



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- Inspirational Public Speaking - delivering personalized talks to conferences on topics such as leadership, mentoring, business development, lean startup and many more.

2. Methodologies

For the startup mentoring and advising process, the consultant applies the Lean Startup methodology, which implies validating a business idea with minimum risks and costs. Lean Startup provides a scientific approach to creating and managing startups and get a desired product to customers' hands faster. Lean Startup is a principled approach to new product development.

Most of startups begin with an idea for a product that they think people want. They then spend months, sometimes years, perfecting that product without ever showing the product, even in a very rudimentary form, to the prospective customer. When they fail to reach broad uptake from customers, it is often because they never spoke to prospective customers and determined whether or not the product was interesting. When customers ultimately communicate, through their indifference, that they don't care about the idea, the startup fails.

The main phases of this process are:

- Customer Discovery

The customer discovery phase consists of three phases: problem-solution fit, MVP development and the sales funnel. Through the problem-solution fit, you validate with prospective customers that they are interested in the specific solution to their needs you offer, to the extent of being ready to buy it. The minimum viable product (MVP) development phase assures that you develop that validated solution. Through the sales funnel phase you conduct interviews, surveys and analytics in order to lay out the customer's buying process and to create a "sales and marketing roadmap".

- Customer Validation

In this point you are at product-market fit (meaning you have a high user rate adoption or a great number of paying users and you managed to develop a repeatable sales process) through one or more of the following:

- Validated MVP – you know what your customers need and you have the appropriate solution
- Validated Sales and Marketing Roadmap – you understand your market segment and you know how to sale your product
- Validated Business Model – you have proven that you have a scalable business

- Customer Creation

At this stage, you are ready to scale execution, meaning you learn to create and drive end users demand to scale the sales. This implies launching, prospective new markets, re-segmented markets or hybrid markets.

- Company Building

This stage involves (re)building your company's organization and management and reevaluating your mission. It is the transition from a startup to a company that can execute a validated model.

This methodology and each step it contains are iterative, so that you learn to listen to your customer's needs and improve your solutions accordingly.



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The consultant will also use his large experience of business and coaching skills to support the startup founders in their approach to discover a profitable business model.

3. Consultant Fees

The consultant fee rates are 100 eur/hour (VAT excluded). The number of hourly sessions required depends on agreed objectives and the client's development and results.

4. Media and Referrals

You can find out more about the consultant on the following social media channels:

<http://dragosnicolaescu.com/>
<http://www.linkedin.com/in/dragosnicolaescu>
<https://www.facebook.com/dragos.nicolaescu>
<https://twitter.com/liveonpassion>

You can see some of the consultant's selected talks from various events here:

https://www.youtube.com/watch?v=OJIPbQcvrgU&list=PLH7_hBO3Y8W375ebnxGcCsrsudAcOR4hB

You can watch some of the consultant's interviews here:

https://www.youtube.com/playlist?list=PLH7_hBO3Y8W0bj9jda6bc4AkLs7MEDtVg

Other selected articles/testimonials about the consultant here:

- <http://adevarul.ro/international/foreign-policy/top-100-fp-romania-2013-categoria-societate-nume-misca-societatea-romaneasca-bine>
- <http://changer.ro/business-planning-dragos-nicolaescu/>
- <http://oameni-frumosi.ro/portrete/dragos-nicolaescu/>

I am looking forward for your answer to our proposal.

Kind regards,

Dragos Nicolaescu
Chief Executive Officer
Visionary Business Consultants