

COMMERCIAL INTELLIGENCE

Commercial Intelligence Strategist

Problem-first, AI-powered clarity for leadership teams facing significant commercial decisions. Options, not opinions. Impact, not reports.

3-5

DECISION-READY OPTIONS

3 Weeks

STARTING FROM

\$22.5K

STARTING FROM

THE PROBLEM

Every organisation has a commercial problem it cannot see clearly enough to act on.

"We know something needs to change"

Decision paralysis. Resources spread too thin across too many priorities.

"We have data but no insight"

Data exists but nobody has interrogated it with a commercial hypothesis.

"Every department has a different answer"

No single source of truth. Internal politics cloud the real picture.

"We can't quantify the impact"

Leadership can't compare options without financial impact estimates.

These are clarity problems. The Commercial Intelligence Strategist solves them with structured, hypothesis-led analysis powered by AI — combining Cactus and Cubby's commercial acumen with Tecala's frontier AI capability.

WHO IS THIS FOR

Leadership teams at a crossroads.

Decision Makers

- **CEO / MD** — Revenue growth, strategic direction
- **CFO** — EBITDA impact, investment prioritisation
- **Head of Operations** — Productivity, resource allocation
- **Commercial Lead** — Positioning, competitive advantage

When You Need It

- A major decision pending without confidence in the data
- Revenue, margin, or productivity gap with unclear root cause
- Board wants evidence-based options, not opinions
- Post-acquisition — need to identify where value can be unlocked
- Pre-investment — validate assumptions before committing capital

HOW IT WORKS

From problem statement to decision-ready options.

- 1 **Frame the Decision Context**
What question are we actually answering? Align leadership on the real problem.
- 2 **Define Core Hypotheses**
What do we believe might be true? Structure the investigation before starting it.
- 3 **AI-Enabled Interrogation**
Use AI to extract high-confidence signals from your data at speed and scale.
- 4 **Translate into 3–5 Actionable Options**
Each with clear rationale, estimated financial impact, and risk profile.
- 5 **Executive Focus Summary**
"Here is what to focus on. Here is what can wait. Here is the likely impact."

WHAT YOU GET

Tried & tested expertise, backed by best-in-class AI.

<p>David Owen — Commercial Intelligence</p> <p>20+ years of commercial insights and strategy experience across MYOB, My Plan Manager, and Betfair. Two private equity exits with record returns. Deep expertise in delivering commercially actionable insights that lead to increased growth and profitability for organisations.</p>	<p>Shaun Leisegang — AI & Automation</p> <p>Chief Automation, Data and AI Officer, Tecala. AI-enabled data interrogation and model building. Structured analysis at speed — what would take weeks, delivered in days. Scenario modelling, hypothesis testing, and enterprise-grade security.</p>
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The combination: A tried and tested commercial strategist with 20+ years of insights experience, backed by best-in-class AI capability — delivering the quality of a top-tier consulting engagement at a fraction of the time and cost.

DELIVERABLES

Four deliverables. Decision-ready.

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| <p>1 Problem Clarification Brief</p> <p>Clear articulation of the commercial problem, agreed decision context, and defined success criteria.</p> | <p>2 Signal Analysis</p> <p>Key data points interrogated, supporting patterns, confidence assessment, signal vs noise separation.</p> |
| <p>3 Options for Action</p> <p>3–5 options with what changes, why it matters, estimated financial impact, and risk profile.</p> | <p>4 Executive Focus Summary</p> <p>Where to focus, what can wait, and the likely impact if action is taken.</p> |

INVESTMENT

Two tiers. Fixed scope. Clear outcomes.

<p>STANDARD</p> <p>\$22,500</p> <p>+ GST 3–4 weeks</p> <ul style="list-style-type: none"> ✓ Low to mid-level complexity ✓ Fewer than 10 data sources ✓ Internal data sources only ✓ All four deliverables included 	<p>COMPLEX</p> <p>\$36,500</p> <p>+ GST 6–8 weeks</p> <ul style="list-style-type: none"> ✓ Complex problem statement ✓ 10+ data sources ✓ Internal and external sources ✓ All four deliverables included
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Pricing exclusive of GST. Scope confirmed during consultation.