

# Business Plan Summary

- \* Problem: SMEs need trusted help to enter SE Asia and set reliable vendors fast.
- \* Solution: Sourcing sprints + EA sprints that de-risk IT/OT/AI; weekly cadence.
- \* Business model: upfront retainer + milestones; deliverables you can hold.
- \* Market: U.S. SMEs (manufacturing, energy, logistics, healthcare).
- \* Ops: Bangkok hub + U.S. base; vetted contractors; standard playbooks.
- \* Targets (90 days): 6 retainers; 2 case studies; 1 repeat client; MRR via vendor management.
- \* Risks & mitigation: payment friction, compliance, vendor quality -> terms, audits, KPIs.