

The Agile Index

Discover the digital readiness of your organisation

Embrace change

The world is always changing.

Digital has drastically accelerated the speed of that change. This is called digital transformation.

Digital Transformation is a consumer driven phenomena. Businesses therefore face a challenge: adapt to new consumer and employee expectations, or die.

Not all change is good. But the ability and willingness to change with the shifting winds of consumer and human behaviours is a fundamental determiner of longevity and growth in a world in permanent beta.

There is one way to measure this ability to change.

It is called The Agile Index.



Embrace change

We believe in creating a prosperous and positive future for organisations, their employees, customers and people in general, by establishing a global standard in digital transformation.

This standard recognises that our digital future will be created in our own image.

We must make sure it is a good one.

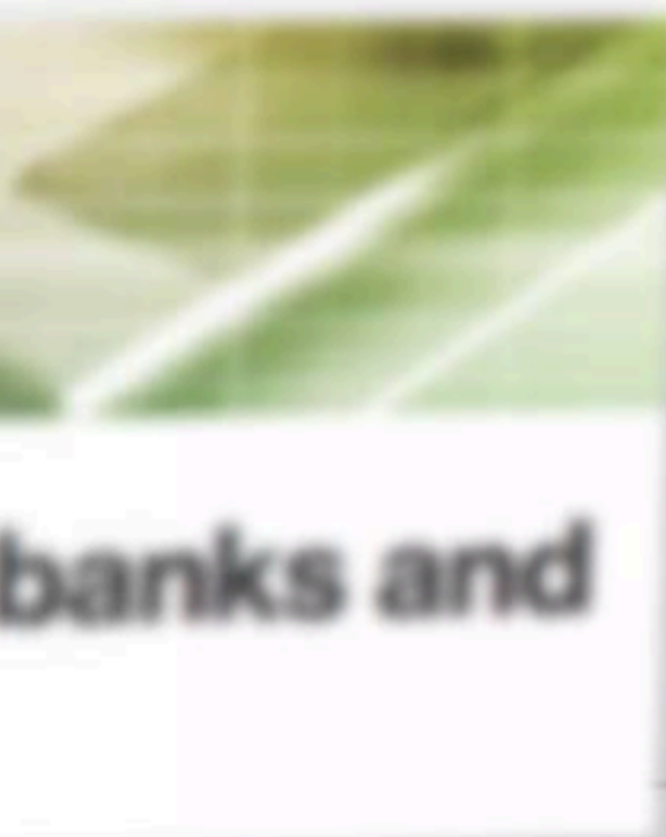


Digital darwinism

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

It is the one that is most adaptable to change.

The Agile Index helps you identify good opportunities for change, avoid mistakes, and prioritise spending.



“
Customer behaviour is changing pretty dramatically and it’s having a profound impact on the nature of retail
Paula Nickolds, managing director



What if...

- Retailers like Next, Topshop or Toys-R-Us had been under market pressure to change before their offline sales revenue began to plummet because of their lack of investment in digital channels and joined up systems?
- Carillion had come under intense scrutiny from the market earlier because their outdated and failing business model and lack of transparency would have reinforced the stark financial position they were in?
- Major retailers like Tesco or Sainsbury's group had been faster to invest in more progressive distribution and purchasing models before Amazon had gained such a foothold on the market?

Could the firms who have disappeared have been saved?

Could companies have protected their market leading position? Would investors have lost a lot less money?

With the Agile Index, all of these scenarios could have been avoided.



A woman with long dark hair and glasses is shown in a close-up, looking thoughtful with her hand near her chin. The background is a blurred digital interface with various charts and data points. Overlaid on her face are several white line graphs, resembling stock market trends, which appear to be part of the digital interface she is viewing. The overall color palette is dark with teal and purple accents.

The majority of businesses and investors need to know more about where and how digital investment should be employed.

**The solution is
the Agile Index.**

The Agile Index
Discover the digital readiness of your organisation

Why now?

In the face of a cocktail of global disruption and decreasing productivity, Digital Transformation offers a new opportunity.

Organisations need guidance to help them understand their place in that world, set their direction and plan their future.

This is an opportunity to play a significant part in helping shape the digital world now and into the future.

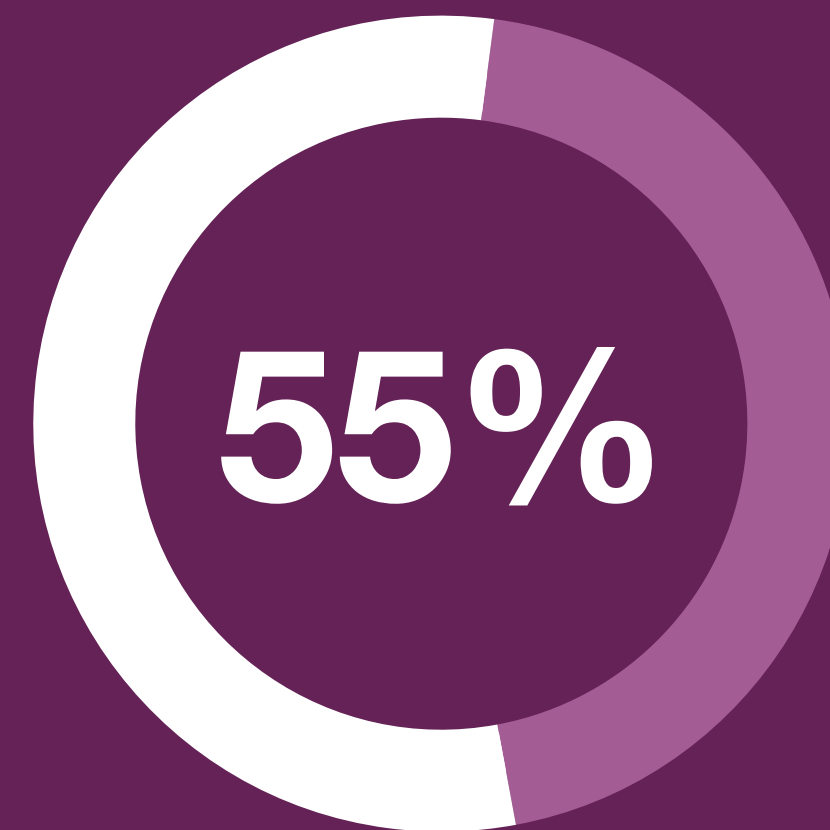


Why Digital Transformation?

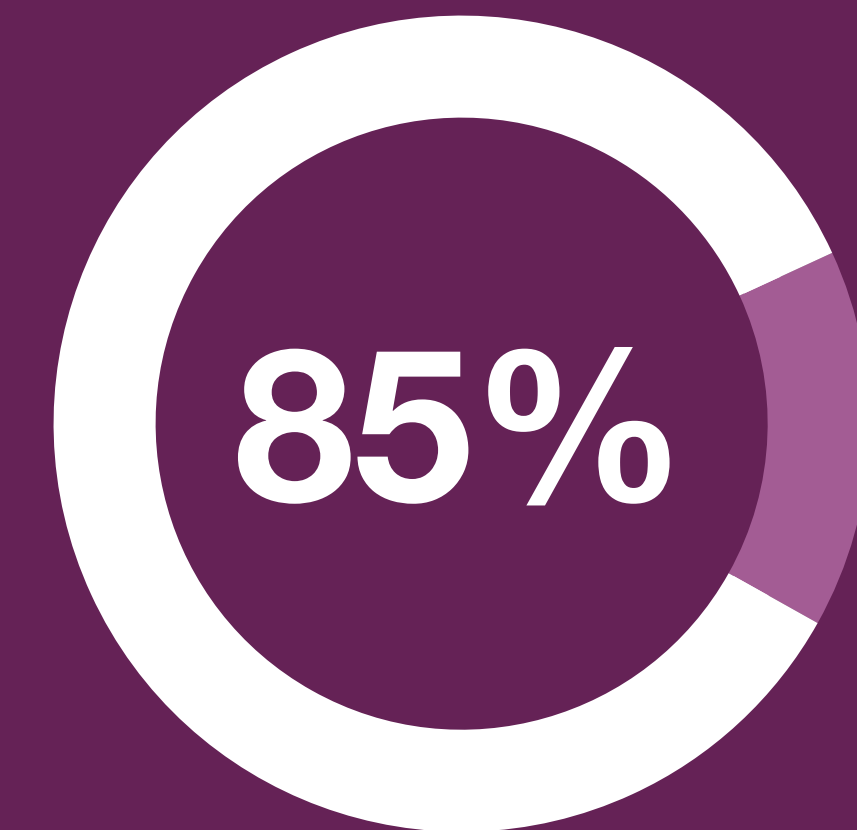
- Digital transformation is **top of C-Suite** priorities in most sectors
- It is the **largest and fastest growing** consultancy area in business
- **£2.3bn** was spent on digital transformation consultancy in UK in 2017
- 32% of UK consulting spend was on this subject



...of CEOs of Global 2000 companies have digital transformation at the centre of their corporate strategy



...of companies without an existing digital transformation programme say the timeframe to adopt one is a year or less



...of enterprise decision-makers feel they have a timeframe of two years to make significant inroads on their digital transformation before suffering financially

Market opportunity

- The global digital transformation market size was valued at USD 177.27 billion in 2016 and is expected to gain traction over the next decade. The market is forecast to reach USD 798.44 billion by 2025.
- The market is currently split between three main organisational types: major global consultancy firms, enterprise technology providers, and emergent startup technology providers offering disruptive propositions.
- The Agile Index will serve all three organisational types as well as their entire customer base.
- The Agile Index will most closely compete with the major global consultancy firms through its intelligence, events and content offerings.

Source:
Grand View Research: <https://www.grandviewresearch.com/industry-analysis/digital-transformation-market>



The Agile Index
Discover the digital readiness of your organisation

What is the Agile Index?

The Agile Index is a web application. It contains a framework and ranking system, assessing organisations globally, based on their digital readiness and ability to enact positive change.

- Users can learn about and respond to the digital and transformational forces acting upon those organisations and identify those who will thrive and those who will fail.
- The platform contains publicly available data we will collect. This is collected in a score card. Companies can 'own' their card and add their own data to identify where they are making progress, understand best practice, and plan their own activity.
- It ranks those firms and explains why they are ranked as they are. This is publicly available data. The index will be updated in real time and published daily.
- Delve deeper into the Agile Index and you will see where firms are investing and in what. You will be able to learn from others and make more informed business and financial decisions.
- The Agile Index will be supported by a body of bespoke content, insights, reports, resources, training, and events.

How does it work?

Through a mixture of self-serve data submission, desktop research, surveys, and data analysis the platform evaluates each business and organisation against seven pillars of effective digital transformation.

The Seven Pillars of Effective Digital Transformation

1

People (PPL)
Employee profile, perception, talent, hiring policies

2

Process (Pro)
Evaluation of systems, operations, processes, structure, ways of working

3

Business model (BizM)
Understand and benchmark how the business makes money and how it is performing commercially

4

Product (ProD)
What is the product, what is the route to market?

5

Strategy (Strat)
What is the strategic approach to digital? What is the business plan?

6

Leadership & Vision (L&V)
Leadership team, vision, and approach to digital

7

Culture (Cul)
The values of the business and level of commitment to them. The perception of these. The impact on digital adoption.

How do we rate organisations?

The Digital Adoption Scale

The Agile Index includes quantitative and qualitative evaluation. Quantitatively, we utilise a proprietary algorithm to re-evaluate share price (or market valuation for privately held companies), thereby qualifying the business' value based on their future digital potential.

Qualitatively, for each of the seven pillars, performance is measured against the following eight phases of digital adoption:



Each company is scored in each area. This allows us to prioritise the areas in which work is needed and investment.

Customer profile: who uses it?

DIGITAL TRANSFORMATION PROFESSIONAL / LEAD

I want to see how our organisation is performing, I want a framework / plan for Digital Transformation, I want to train and become accredited in Digital Transformation.

CEO

I want to understand how competitors in a sector are performing Vs my firm.

CIO

I want to learn more about where we need to invest and how much in order to minimise losses from the impact of digitisation.

CMO

I want to understand what technologies to invest in and to see case studies of who is doing it well.

Investor

I want to track a company that I'm investing in or potential future investments.

Management Consultant

I want to prospect clients with data that shows that they are struggling with innovation and change management.

Investor / Portfolio Manager

I want to build a portfolio of change-oriented companies, believing that they will outperform the market.

Software Vendor

I want to prioritise and target client banks by their ability to change so I can sell to those who would be most receptive.

Private Equity House

I want to review a marketplace where I see an opportunity for acquisition and merger.

Who have we worked with on the Agile Index?



How we currently sell the service

Our audits fall into two types:

1. Looking at the sales and marketing capability of a firm
2. Looking at the readiness of a firm as a whole

Agile Index Audits	Delivery	Format
Lite Audit (One company, desktop research only)	2 weeks	Report & Web Conference call
Digital Sales & Marketing Maturity Audit	4 weeks	Report, Face to face presentation, company interviews, roadmap & recommendations
Company profile (Full Organisation)	6 weeks	Report, Face to face presentation, company interviews, roadmap & recommendations
Industry / sector profile (up to 10 firms)	6 weeks	Report, face to face presentation, roadmap & recommendations
Investor / portfolio review (ten firms)	6 weeks	Report, face to face presentation, roadmap & recommendations

Funding needed and what we will do with it



Revenue forecast and where it will come from

6 months

**£60,000
REVENUE**

Consultancy revenue Only

12 months

**£700,000
REVENUE**

Consultancy revenue
Subscription revenue
Bespoke report revenue
1 event revenue

24 months

**£3,100,000
REVENUE**

Consultancy revenue
Subscription revenue
Bespoke reports revenue
2 X events revenue

*** Future revenue forecast out to £8.7 million in year 5
with £4.2 million operating profit.**

Offer

- **15%** will be offered initially for the seed/angel fund.
- First raise would be **£600,000**, EIS available if desired, with a min subscription value of **£30,000** per head.
- We aim to offer seed investors the option to take a return on investment within three years, reinvest at future rounds, or be diluted as we seek additional funds.

The Agile Index

The background of the slide features a woman in a dark business suit looking down at a tablet. The image is heavily layered with digital and urban motifs. A vibrant cityscape at night, with numerous lit-up skyscrapers, is visible behind her. Overlaid on the entire scene are complex network graphics consisting of glowing blue lines and nodes, suggesting data flow and connectivity. The overall color palette is dominated by deep purples, blues, and bright whites from the city lights.

An opportunity to
define the digital future

A once in a lifetime
opportunity.

Contact: James Moffat
00 44 7989 333304
james@theagileindex.co.uk

The Agile Index
Discover the digital readiness of your organisation