

consultingcheck 

Thinking the whole. Disenchanted. Hands-on

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**With growing dynamic market and business complexity, people need orientation and appreciate easy access to sparring.**

## THE OPPORTUNITY

Specialization creates professional experts, but makes **the understanding of other functions** more difficult and impedes the view on **the whole picture**.

Routines and patterns lead to a biased perception of **the field of solutions**.

Sign-off barriers block the **access to available basic management and consulting expertise** for most professionals and middle-managers.

**Fitting matches between practitioners and consulting experts** are often no matter of fact, but rather coincidence.



**Business is inefficiently** as obvious potential in organizations is not fully disclosed.

**Barrier-free access to basic management and consulting expertise and topic-related matching with fitting experts** would help to make business both more effectively and more efficiently.

# consultingcheck is a disruptive innovation in the consulting market: information is made available for free

## DISRUPTIVE INNOVATION



### The classic consulting model

#### *Effort-orientated payment*

- Personal dialogue
- Invoiced effort for a consultant to get insight into the industry and the specific company
- Invoiced daily or hourly rates, from the first moment on for basic management and consulting information and know-how
- Invoiced basic know-how off the rack and sold to many customers
- Closed information management

### The consultingcheck model

#### *Free added value*

- Virtual dialogue
- Free access to basic management and consulting information and know-how, available at any time
- For practitioners: Cost and barrier-free channelled access to specialists
- Insignificant payment for added value requiring specific effort
- Payment for targeted advertizing placement for suppliers and experts in line with the market
- Open information management

**consultingcheck is offering a cost-free dialogue with business practitioners about their challenges. They get relevant guidance and hands-on support**

## THE SPECIAL OFFER OF CONSULTINGCHECK



**The core of consultingcheck is a digitalized, interactive management consulting application which supports the following phases of a consulting/sparring process:**

1. An introducing dialogue to acknowledge what the user wants to do (info about a precise topic or solve a challenge)
2. An interactive sharpening of the user's challenge („diagnosis“)
3. A systematic approach to components for a solution (impulses) according to scientifically acknowledged methods
4. A recommendation of effective measurements (1st-level therapy recommendation)
5. Practical applications, checklists, tools supporting the implementation of the recommended measurements
6. Context-related recommendation of relevant literature
7. The offer of a telephone call (2nd-level support)
8. The context-related intermediation to experts and product suppliers („transfer to specialists“, 3rd-level support)
9. A literature file
10. Exchange platforms
  - 10.1 Company exchange platform
  - 10.2 A job exchange platform
  - 10.3 A machines exchange platform

# A roadmap for the development of consultingcheck is drafted

## OUTLOOK



1. consultingcheck will be made available in **several language versions**. Starting with the German version now, the English version will be launched in Q4/2021.
2. An application for **personal chat between users** will be realized.
3. **Vertical subsets** will be created in cooperation with industry partners and associations (food, health care, pharmaceutical, chemical, plastics converting, automotive etc.).
4. The **content will be enriched by third-parties**, like provided in Wikipedia. The technical preconditions are already given.

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## THE BUSINESS MODEL

### Receive

- **High relevance and scaling traffic** by granting free access to relevant basic consulting expertise, business know-how, examples, tools and applications and topic-related access to experts and consultants
- **Access to added-value benefit** against registration and payment

### Receive

- **Targeted access to business practitioners**, partially with budget availability

### Contribute

- **Specific content**
- **Access to know-how and to implementation resources**
- **Payment for advertizement**

## Business practitioners



## Experts and consultants

## Product suppliers

### Receive

- **Targeted access to influencers and deciders** at potential customers

### Contribute

- **Access to technology and to products**
- **Payment for advertizement**

### Contribute

- **Useful examples**
- **Feedback and information about additional needs** to further develop consultingcheck
- **Payment** for added value benefit



# To become relevant, consultingcheck must precisely address the needs of the people in the businesses *and* become attractive for paid advertisement

## THE CHALLENGE OF CONSULTINGCHECK

### Attract and bind a relevant number of business practitioners

- Cost-free access to a basic version
- Approaches to suitable solutions by a diagnostic dialog
- Context-related examples and relevant best-practices
- Access to useful applications, checklists and practicable recommendations
- Relevant hints beyond to obvious, opening the horizon
- Context-related access to fitting experts and consultants
- Context-related literature recommendation
- Free access to trading exchange platforms (jobs, machines, companies)



### Attract experts and product suppliers for advertisement

- Experts' profile visibility at relevant topics for accessible money
- Advertisement pricing in line with the media market conditions
- Targeted access to potential practitioners with budget availability by topic- and interest-oriented matching

# consultingcheck offers interesting partnerships to you to further develop this innovative platform and to benefit from its relevant market position

## PARTNERSHIP OPTIONS

### Become a development partner of consultingcheck!



1. You can become long-term development partner of consultingcheck

*Your contribution: Sparring input for a market-orientated development and 12 kEUR annual financial contribution, for a period of at least 3 years*

3. You can also sponsor the realization of a further language version (translation, audio generation and technical implementation)

Your contribution: Adding market-specific content and 20 kEUR financial contribution (one-off).

2. You can sponsor the creation and the ongoing development of a vertical industry subset

*Your contribution: conceptual collaboration, relevant content input and 12 kEUR annual financial contribution for a period of at least 2 years.*

4. You can also sponsor the content enrichment of consultingcheck by opening the development to experts' contributions (Wikipedia principle).

Your contribution: 20 kEUR financial contribution (one-off).

**Your advantages:** As a key development partner you will be able to co-shape an innovative management platform and you will be mentioned as a sponsor at a prominent place on the consultingcheck website and in offline communications.



I am grateful if we would finetune consultingcheck together. Please, share your perception and your recommendations with me

## QUESTIONS TO THE AUDITORIUM



- Do you share with me that there is a demand for management know-how in the companies?
- Do you share with me that a need for easy-accessible, cost-free basic know-how is given?
- Do you like the concept of consultingcheck?
- Do you think that the business model of consultingcheck is generally feasible?
- Do you like the look&feel of consultingcheck?
- What precisely should consultingcheck offer to practitioners?
- What precisely should consultingcheck offer to experts, consultants and product suppliers?
- Is there somebody in the auditorium who wants to buy a share of consultingcheck?

**With consultingcheck I want to contribute to a better management quality for a better business world**

## CONTACT



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