

## White Paper for Montenuro Turbines Case Study

The Montenuro Turbines (from here on MT) case study is one where the documentation is highly detailed, but not with information overload. It is direct, straight to the point, Investor Spec, CEO grade communication content, with highly impressive design attributes. We have applied New Branding Cipher, created by Kunal Soonderji of KS Ventures©. The High End Investor Spec DPR is long and longer than other case studies, but it doesn't overwhelm the reader, providing un-necessary rambles. Their structure and modus operandi is based on Swedish pedigree. It is truly a trendsetter in its own regard. Here is why: First the presentation is precise and perfect, with branding guidelines upheld right to the last degree. Next it presents such a clear picture of the companies operation and conduct that one is enlightened by the precise minutia offering clear insight into a giant of a company. Here ethos plays a secondary role, but yet the company is fully focused on contribution as its primary priority and profit as its second. However here operational excellence is the focus. Europe paves the way for industry in various nations with such attention to the detail that excellence is achievable and is upheld.

It is direct business communication in this Case Study no experimentation. Focus being on operational and communication excellence. The architecture/structure of the corp is completely Swedish. Years of data are presented clearly and in a succinct pure precision presentation of numerical figures in the Master Excel Report. The Dashboards present two totally different precision caps. One is performance of the company and the next is External Capital Provider information spec. One is presented as interactive the other just a pdf report. Both created on Power BI, vast platform.

What stands out in this case study is how impressive the design is of all documentation. This is due the New Branding Cipher application. The name, the logo and the branding has all been executed in-house at KS Ventures Labs©, (as has been done for all other case studies too). The thesis also has been crafted in house. We chose such details so that a client being welcomed to the firm for production of Investor Spec documents can have an end result experience and example – so that the exact raw materials for success can be presented to our Labs to execute a framework that takes the client to External Capital Sanction. Lately the number of companies receiving external capital has reduced. Hence the challenge is even greater than before. Our documents meet this challenge with guaranteed success as we know our External Capital providers very well. If something is not going go through – we know right at inception and clearly mark the project as such, informing the client of this fact and truth. However difficult when we present exactly what data our Lenders require to confirm funding, we raise the chances of success by no less than 80%. Most miss the mark due to lack of clarity of line of sight. We at our firm have conducted extensive dialogue and discussions with our partners hence we are confident of our success. The business matters 90%, documentation only presents the case clearly. Hence truly successful ventures will definitely win when presented correctly to our Financiers.

No one can guarantee funding once documentation has been presented however while building the documentation we learn all details about the company and also provide advisory to improve weak links in the chain. This way further supporting and helping our clients, meet the end point. As you must already be aware most clients pay us post disbursement, as we want to remove Advance Payment Fraud from our industry.

This being said, once a case has been presented if a client refuses to move forward post financing approval – the client must complete payment of our fees. This is a must have, as post approval rejections are a reality in our business.

We at KS Ventures pride ourselves in maintaining a very high standard of excellence especially when it comes the fine details of our products. We complete all executions atleast a week before the deadline, (this requires support of our clients, in that, they must provide raw materials well ahead of requested schedule). We also check and review/edit our work no less than twice or thrice from start to finish. Ensuring no mistakes and typos and incorrect facts are present. This way even though we provide infinite changes, post delivery, we receive very few. The products have been measured before delivery, in so many ways and so many times, that no changes come through. Whatever few come through we schedule them and execute them immediately and provide an updated delivery.