

IDEAS ARE EASY. WE BUILD BUSINESSES.

The embedded partner,
from first idea to predictable sales.

Every business we've built started with the same sentence:

“We want to do something.”

BAEDESI · SINCE 2021

In 2021, a family said those words to us about apparel. We built **baedesi** from scratch — the name, the story, the brand, the store, the shelf on Myntra, and now the road to overseas markets.

MYEHAAT.IN · HCL FOUNDATION

When COVID cut off **HCL Foundation's** artisan beneficiaries from their markets, we coined myehaat.in, built the marketplace, and ran everything from legal, operations, tech, sales, training and statutory compliance until, five years on, it runs by itself.

BROKEN ARROW RETAIL PVT. LTD.

And when 15-year-old **Broken Arrow** had stopped growing, its board didn't hand us a brief. They handed us the chair of CEO for the rebuild.

We are not an agency you brief. Not a consultant who mails a report and disappears. We work inside your business — deciding, correcting and executing with you — until it runs without luck.

“I have an idea, but no roadmap” → **Venture Build**

“I'm running, but sales are unpredictable” → **Growth Engine**

“I've run for years, but growth has stopped” → **Business Rebuild**

BUILD. GROW. REBUILD. ONE PARTNER.

1

VENTURE BUILD (0 → 1)

founders starting something new

Name & brand story • identity & IP • incorporation & compliance • pricing & market research • online + offline channels • launch • then run & operate

Engagement: 9–12 month retainer, defined milestones, run & operate continues as an ongoing retainer

2

GROWTH ENGINE

running, but sales unpredictable

Position



Attract



Convert



Hand over

Multi-channel lead generation • communication that justifies your price • qualified leads handed to your sales team with metrics

Engagement: 6–12 month retainer, S.M.A.R.T. goals

3

BUSINESS REBUILD

5+ years and growth stopped

Deep diagnosis • repositioning • new revenue lines • restructured operations • leadership support through the turn

Engagement: 12-month retainer with quarterly review gates

Every engagement starts with the Creativedial Diagnostic

90-min
conversation

2–3 week
fixed-fee sprint

90-day
roadmap

Where your business stands, where it leaks, and what to do next — over video, anywhere in India. You keep the findings, whether or not you hire us.

We work like partners. We charge like professionals.

Clean monthly retainers · Defined scope · Fixed terms · No equity asked, none taken

BUSINESSES WE'VE BUILT, GROWN AND REBUILT

myehaat.in · HCL Foundation — for the development-sector arm of HCLTech: named, built and operated end-to-end — legal, operations, sales, training — self-sufficient within five years.

baedesi — built from scratch since 2021: name, brand, store, marketing & PR, promotion, advertisement, content creation; along with shelf on Myntra — now exploring overseas market.

TRIAD Technologies Pvt. Ltd. — pricing overhauled, ICP & buyer personas mapped, communication redesigned — now running the sales engine for their two B2B products.

Broken Arrow Retail Pvt. Ltd. — 15-year BFSI signage firm; engaged as consultants, entrusted with the chair next to CEO for the rebuild.

Rang Rasm — a freelance photographer turned structured company — named, systematized, managing growth and still guiding today.

Art Edu Foundation — structured from idea to organization for its Open Doors program (2023); daily guidance, compliance and funding support since.

Give us 90 minutes. We'll show you where your business is leaking.

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