



BUSINESS PLAN.

Strategic blueprint for sustainable growth

PREPARED BY

Kosentis Group Leadership

LOCATION

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Building strong foundations for emerging businesses.

KOSENTIS GROUP is a startup consulting and business support company focused on helping small businesses, entrepreneurs, and emerging brands build strong foundations for long-term success. Although newly established, the company is built on a clear vision: to provide the kind of strategic guidance, structure, and operational support that growing businesses need to thrive in today's competitive environment.

We offer practical consulting solutions that improve efficiency, strengthen business structure, and create opportunities for sustainable growth. We work closely with our clients to help them navigate the early stages of business development while positioning their companies for future expansion.

STAGE	FOCUS	MARKET	HORIZON
Startup	Strategic & Operational Consulting	SMBs, Emerging Brands	Entrepreneurs, 3-Year Growth Plan

Empowering entrepreneurs to scale with confidence.

Mission

To empower entrepreneurs with strategic insight, professional support, and innovative business solutions that help transform ideas into successful and scalable businesses.

Vision

To become a trusted national partner for emerging brands — known for clarity of thought, integrity of execution, and the discipline to turn early-stage ideas into enduring enterprises.

Core Values

- **Clarity.** We translate complexity into focused, actionable strategy.
- **Integrity.** We operate with transparency, accountability, and respect for our clients' time and capital.
- **Discipline.** We measure progress, refine our approach, and execute with rigor.
- **Partnership.** We treat every engagement as a long-term relationship, not a transaction.

Four practice areas. One integrated approach.

01 **Operational Planning**

Streamlining internal processes to maximize efficiency, eliminate friction, and reduce overhead. We help founders build the systems and SOPs that turn daily chaos into repeatable performance.

02 **Brand Positioning**

Crafting authoritative narratives that elevate market perception and secure durable competitive advantage. We sharpen messaging, audience definition, and visual identity to make emerging brands unmistakable.

03 **Organizational Strategy**

Structuring teams, leadership, and decision frameworks built for agility, accountability, and scale. We design org charts, role clarity, and governance suited to each stage of growth.

04 **Startup Guidance**

Foundational frameworks for founders and emerging ventures — from seed-stage clarity to early-revenue confidence. Hands-on advisory through formation, go-to-market, and the first inflection point.

A vast, underserved small-business economy.

Small businesses represent more than 99% of U.S. employer firms and are responsible for nearly two-thirds of net new jobs created each year. Yet the majority of early-stage founders lack access to senior-level strategic advice that has historically been reserved for large enterprises and venture-backed companies.

KOSENTIS GROUP exists to close that gap — delivering enterprise-grade thinking with the agility, affordability, and intimacy that small businesses and emerging brands require.

Target Clients

- Early-stage founders preparing to launch or formalize operations.
- Owner-operated small businesses ready to professionalize and grow.
- Emerging brands seeking sharper positioning and operational discipline.
- Service providers and creative studios scaling past founder-only delivery.

Why clients choose Kosentis.

Senior-Level Thinking	Every engagement is led by experienced practitioners, not handed to junior staff.
Operator's Mindset	We have built and run businesses — our advice survives contact with reality.
Partnership Network	Trusted partners with multi-year track records extend our delivery capacity.
Transparent Pricing	Clear, fixed-scope engagements designed for small-business budgets.

How we acquire and retain clients.

Phase 1 — Foundation (Months 0-6)

Establish brand, website, and proof-of-work assets. Activate founder network and partner referrals. Close 5-8 initial engagements to refine service packaging and gather testimonials.

Phase 2 — Expansion (Months 6-18)

Publish thought-leadership content, launch targeted outreach to SMB segments, and formalize partner-led referral channels. Introduce productized service tiers for predictable revenue.

Phase 3 — Scale (Months 18-36)

Build a small bench of associate consultants, expand geographic reach beyond the tri-state region, and develop sector-specific playbooks (creative, professional services, light commerce).

Lean structure, disciplined delivery.

KOSENTIS GROUP operates as a lean, partner-led firm with a curated network of specialists activated on a per-engagement basis. This model keeps overhead low, quality high, and aligns capacity with demand.

Engagement Model

- **Discovery & Audit** — diagnostic of operations, market posture, and internal architecture.
- **Strategy Architecture** — bespoke roadmap with clear phases, KPIs, and ownership.
- **Execution Support** — hands-on guidance during rollout to translate intent into measurable growth.

Headquarters

1820 Chapel Avenue W, Suite 300, Cherry Hill, New Jersey 08002

A measured path to sustainable revenue.

As a startup consultancy, KOSENTIS GROUP is structured for capital efficiency. The figures below represent internal planning targets — directional, not guarantees — built on conservative assumptions for engagement volume, average deal size, and retention.

YEAR	ACTIVE CLIENTS	AVG. ENGAGEMENT	PROJECTED REVENUE	FOCUS
Year 1	5 – 8	\$8K – \$15K	\$60K – \$120K	Foundation & Proof
Year 2	12 – 18	\$10K – \$20K	\$150K – \$320K	Repeatable Delivery
Year 3	20 – 30	\$12K – \$25K	\$300K – \$600K	Productized Scale

Projections assume reinvestment into brand-building, partnerships, and selective hiring. Actual results will vary based on market conditions and client mix.

Milestones that define momentum.

Year 1 Foundation	Brand launch · website live · partner agreements signed · first 5-8 engagements delivered · case studies published.
Year 2 Expansion	Productized service tiers · thought-leadership cadence · associate network formalized · retainer revenue introduced.
Year 3 Scale	Sector playbooks · geographic expansion · advisory board formed · path to repeatable seven-figure pipeline.

Let's build something that lasts.

KOSENTIS GROUP is a new firm with a serious ambition: to give small businesses and emerging brands the kind of strategic partnership that genuinely moves the needle. We are deliberately small, deliberately senior, and deliberately practical. If you are building something worth building, we would like to help.

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