Brass Willow

STANDARD OFFER
Q4 2026 · valid until 31/12/2026

Consulting

Business Model Sparring

WHAT IT IS

A three-way conversation: you, Kate and Marek. One of us looks from the side of organization and people, the other from technology and numbers. We ask the uncomfortable questions and look for potential you do not see. List price: PLN 2,000 net per hour (two people work with you); ask about a discount. Sparring can also be paid for with a share in the venture.

AT A GLANCE

Audience	founders, executives, product leaders; not only in IT
Led by	Kate Hobler and Marek Hobler

WHO IS IT FOR?

- Revenue grows more slowly than costs.
- People cannot agree on what the product is and who pays for it.
- There is a new idea and nobody to challenge it.
- Most effort goes into what earns the least.
- You do not know where your unused potential is.

WHAT YOU GET

The client receives:

- the business model laid out so that it is visible where it does not add up,
- a list of assumptions to test before spending more money,
- the view of two outsiders with no stake in any of the answers,
- a first step for the coming weeks.

PRICING

Priced after an initial conversation; the price depends on the number of people covered.

Prices are net, in PLN; VAT is not included. Offers in EUR or USD on request (plus 15% for exchange-rate risk and bank spread). Invoices are payable within 14 days.

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Share capital: PLN 50,000.00

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24 countries
35,000 people trained
70% of clients come back for more