

CLEAR STRATEGIC DECISIONS IN UNCERTAIN MARKETS

We turn complex market and competitive situations into clear decisions — enabling growth with less risk.

Senior strategic expertise + scalable intelligence engine
AI | Global Research | Expert Network

We help mid-sized companies and global enterprises make better strategic decisions. We translate complex market and competitive dynamics into clear, actionable options, identify opportunities early, and systematically reduce risk.

“Confident decisions today — competitive advantage tomorrow.”

STRATEGIC DECISIONS ARE MADE IN AN INCREASINGLY UNCERTAIN MARKET ENVIRONMENT ACRASIO

The result: wrong decisions – or decisions made too late – leading to lost time, capital, and strategic position.

Companies are forced to make critical decisions on an incomplete and unstable foundation – or delay them altogether.

- Too much data – but no clear prioritization
- Competitive moves are identified too late
- Opportunities are misjudged or missed
- Decisions are based on fragments rather than a complete picture



→ **More data, more complexity, more competition – but less clarity.**

HOW WE TURN COMPLEXITY INTO CLEAR DECISIONS

ACRASIO

We translate complex market and competitive dynamics into clear, decision-ready options.

1 DEFINE FOCUS

Define the right question

- Precise scoping of the decision context
- Clear problem definition
- Hypothesis-driven approach

→ *What truly matters for the decision?*

2 GENERATE RELEVANT INSIGHTS

Make what matters visible

- AI-driven analysis + global data access
- Combined with expert validation
- Structured market and competitive analysis

→ *What is really happening in the market?*

3 ENABLE DECISIONS

Evaluate and prioritize options

- Scenarios and clear decision options
- Wargaming and validation
- Decision-ready recommendations

→ *What is the right decision now?*



Outcome: Clear decisions instead of uncertain assumptions.

FAST CLARITY FOR A CRITICAL STRATEGIC DECISION

ACRASIO

The Decision Sprint delivers a clear, decision-ready foundation within weeks – focused, structured, and actionable.

What is a Decision Sprint?

- 2–4 weeks, clearly defined scope
- Focus on one critical strategic decision
- Combination of data analysis, AI-driven insights, and expert validation

Typical questions we address:

- *Is entering market or segment X truly viable?*
- *How will competitive dynamics in area Y evolve?*
- *What are the real opportunities and risks of technology Z for our business?*
- *Which strategic options make sense right now?*

What you get immediately:

- Clear, decision-ready options
- Prioritized scenarios
- Transparent assessment of opportunities and risks
- Management-ready decision foundation

When is this the right approach?

- A strategic decision is imminent
- Uncertainty is high and data is inconsistent
- Internal analyses have not led to a clear direction

Typical duration: 2–4 weeks

Outcome: A clear, actionable decision – not just analysis.



A focused first step – without long project timelines, but with immediate decision value.

ARE YOU FACING ONE OF THESE DECISIONS RIGHT NOW?

ACRASIO

Typical situations where the cost of getting it wrong is high

- Entering a new market or segment
- Competitive dynamics are shifting
- New technologies or disruptions are emerging
- Pricing or positioning is under pressure
- Growth opportunities are unclear or highly contested

→ **Whenever uncertainty is high – and the decision has real financial impact**

If any of these apply, a **Decision Sprint** is the right next step.

HOW WE TURN UNCERTAINTY INTO CLEAR DECISIONS — ACRASIO

REAL EXAMPLES

From uncertainty to clear strategic decisions in just a few weeks

CASE 1: Industrial / Mechanical Engineering (DACH)

Situation:

Unclear market potential for expansion into China — high uncertainty around demand and competition

Approach:

Market potential analysis + competitive density + scenario modeling

Outcome:

- Clear go/no-go market entry decision
- Prioritized target segments

Client feedback:

ACRASIO helped us turn complex market information into clear strategic decisions.

Messe München

CASE 2: Technology / Software (DACH)

Situation:

Fragmented data on new competitors and market dynamics

Approach:

AI-driven screening + structured competitive analysis + expert interviews

Outcome:

- Transparent competitive landscape
- Identified growth niches
- Clear product strategy focus

What impressed us most was the speed and the ability to structure complex situations.

SIKA

WHY COMPANIES CHOOSE ACRASIO

ACRASIO

Because we enable decisions — not just deliver analysis

1 We deliver decisions — not reports

- No data overload
- No presentations without consequences
- **Clear, prioritized decision options**

2 We combine AI and experience

- AI provides speed and scale
- Senior expertise provides context and judgment
- **Result: robust, decision-ready insights**

3 We operate globally — but stay focused

- Global intelligence tailored to your specific decision
- Scalable engine combining research, AI, and expert network
- Direct access to senior leadership
- **Global reach without losing relevance**

4 We build decision capability — not just projects

- Decision Sprints for immediate clarity
- Continuous market and competitive intelligence
- **From one-time insights to ongoing strategic clarity**

Outcome: Clear decisions — faster, more confident, and with real impact

Proven Track Record

- Over 20 years of experience
- 5,000+ experts worldwide
- Projects across 30+ markets

FROM UNCERTAINTY TO CLEAR STRATEGIC DECISIONS

ACRASIO

We help companies turn complex market and competitive dynamics into clear, decision-ready outcomes.

Typical engagement model

1 STARTING POINT
Too much data – not enough clarity

- Decisions are delayed or misprioritized
- Competitive moves are identified too late
- Internal analysis lacks a clear direction

2 OUR APPROACH
Focus instead of data overload

- Clear strategic question
- Combination of AI, data, and expert insight
- Structured analysis and validation

3 SHORT-TERM RESULT
Clear, decision-ready foundation

- Prioritized options
- Transparent risks and opportunities
- Management-ready decision support

→ **Typical entry: Decision Sprint (2–4 weeks)**

4 LONG-TERM RESULT
Continuous market and competitive intelligence

- Ongoing monitoring of markets and competitors
- Early identification of opportunities and risks
- Continuously updated decision foundations

→ **Competitive intelligence as a service**

Outcome: Faster, better decisions – with measurable impact.

LET'S CLARIFY YOUR STRATEGIC DECISION

ACRASIO

In a short sparring session, we assess how we can help you make faster and more confident decisions.

In just 30 minutes, you will get:

- A structured assessment of your situation
- Clear hypotheses on key opportunities and risks
- A concrete view on potential next steps

If this is relevant to you right now:

→ **Book your sparring session now**

No preparation required – completely non-binding



Johannes Deltl

Founder & Managing Director

☎ +49 30 6793 6721

✉ johannes.deltl@acrasio.com

🌐 acrasio.com

You will walk away with more clarity – regardless of whether we work together.