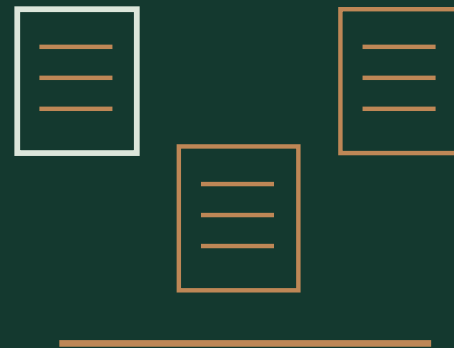


Willow People Advisory

Employer questions, defined
decisions.

Fictional prelaunch



Advice needs usable records.

Paid delivery capacity



55% sold-time target

Preparation and support also take time.

Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



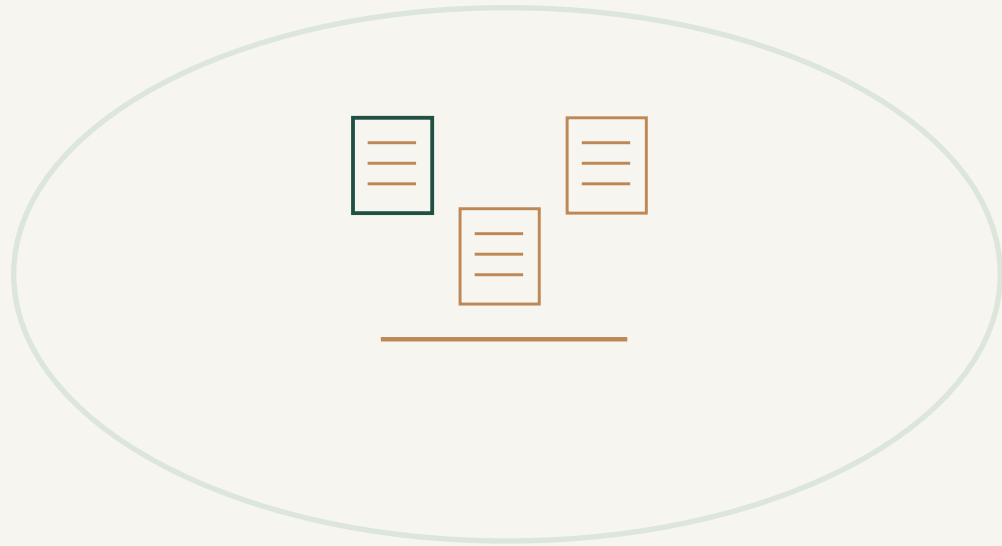
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Employer sponsors

A defined people question

Business owners

A scoped HR process

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



HR advisory 25%	160/h
Staff relations 25%	175/h
Recruiting 20%	150/h
Pay design 15%	185/h
Leader coaching 15%	170/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

Internal HR team

Another advisory firm

Specialist counsel

Check before booking

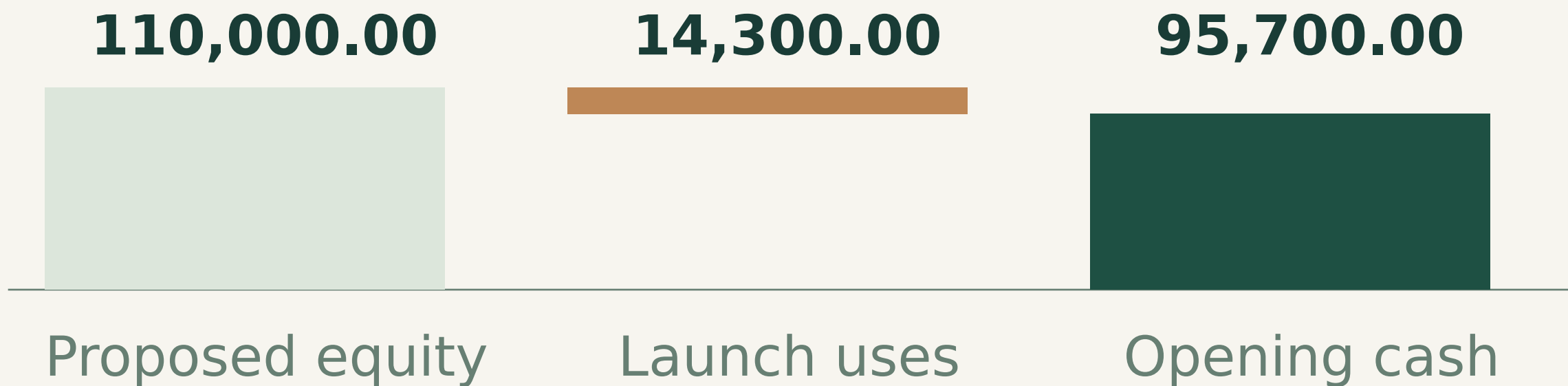
Sponsor and records

Scope and review

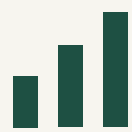
Effort and collection

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net income: USD 25,683.16



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Principal

9,166.67

HR consultant

6,666.67

Operations support

1,000.00

The paid principal is already in delivery.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 40,000.00

Owner contribution: USD 70,000.00

Terms and funding remain uncommitted.

Project payback: recovered in 12.90 months