

I-I Advisory

Who is this for?

My advisory services benefit early-stage founders of startups, small business, and not-so-small businesses who are in the process of launching a venture and need help getting started.

If you ask yourself any - or all - of these questions, I can help:

- Who is my ideal customer and how do I create value for them that they are willing to pay for?
- How do I know that customers will want to buy my service/product?
- What does the current market look like? Who is my competition? What is my niche?
- Is my business going to be profitable?
- What exactly should my services/products look like and how do I price them?
- Who can I partner with?
- How do I market my business and communicate my mission?
- How do I create social and/or environmental impact, and how do I measure it?
- How do I manage my time now that I'm in charge of everything?
- How do you set systems in place that allow me to manage all my tasks and still enjoy the work?
- How do I plan for the next 30-60-90 days?

How I help

Some entrepreneurs need a guide throughout the entire launch process, others need support in specific areas. No two founders are alike and I create individual advisory packages for each client. Following an initial consultation, I draw up an advisory outline for prospective clients tailored to their needs. Here is an overview of common topics that I work on with clients:

- Guided market analysis
- Customer persona and discovery
- Modeling service offerings
- Break-Even analysis and financial modeling
- Communications strategy (pr & marketing, impact reporting, elevator pitching)
- Theory of Change: impact measurement
- Project management and productivity
- Strategic roadmapping

Testimonials

Shelly Rose, [Pure Roots Nutrition](#)

Anika is the first person everyone should go to if they are starting up or running a business with a social mission. She's a true champion for her clients and her community, which is beautifully evident in her actions, more than her words. As a mentor to Pure Roots Nutrition, among many things I appreciate about Anika is having her bright mind in the room as a sounding board and how willing she always is to roll up her sleeves and get in the weeds right next to me. She helped me put the structure in place to focus on and efficiently work on the most important tasks that actually move my business forward. I was seriously spinning my wheels before!

Rupa Singh, founder of [Love This](#)

Anika gets having a social mission and being a successful business. She became my adviser when my business was transitioning from a partnership to a solo entrepreneur. Her guidance was so valuable in determining what was the right course for me alone, and how I needed to step back and re-define what my goals were for Love This and how I could chart a path to achieve them. She asks hard questions, you have to search for your answer, build a plan, put it into action and evaluate, all the while she is there to guide you. She puts emphasis on what is right for you and your biz. She believes you, she is a champion for "the good" you are trying to achieve and she is there when you need her.

Della Sigrest, founder of [Full STEAM Ahead](#)

Anika is a powerful advocate to have on your team. In any situation, she has an energizing effect on everyone around her: Anika is both the life of the party and a dedicated motivator. She is refreshingly direct without sacrificing sensitivity and approaches all problems with a patient and strategic eye. When you're developing a business, there's a pressure to feel like you have to "know it all." Anika set me at ease and made me feel more relaxed about saying "I don't know." Being unafraid to ask for help gets me in touch with the right resources faster! What I found especially helpful is talking through things together and break down problems or projects into bite sized steps. Anika is both an excellent sounding board and mentor; and she is intuitive enough to know when I need one over the other. I also appreciate how personally invested she is in all of her mentees. Being an entrepreneur can feel isolating at times, but it's reassuring to remember that I have Anika on my side!