



LEADERFORCE

PROPOSAL MEMORANDUM



TO Dritan Nesho, CEO, HarrisX
FROM Peter Cherukuri, LeaderForce Studios
DATE October 14, 2026
RE AskTheo and HarrisX sales growth proposal



BUILDING THE COMMERCIAL CAPACITY TO SUPPORT THE NEXT STAGE

HarrisX has commercial momentum. The opportunity now is to turn that momentum into a repeatable, scalable sales operation that consistently converts opportunities into revenue without relying on your direct involvement at every stage.

This proposal outlines how I can help turn that vision into a commercial growth strategy, positioning AskTheo as the flagship offering, integrating HarrisX's research and advisory capabilities into a compelling value proposition, and building the structure and momentum to drive revenue growth. Just as importantly, my engagement would free you to focus on the strategic decisions and high-value client relationships where your leadership has the greatest impact.

STAGE 1: I propose beginning with a standalone **30-day diagnostic** at a fixed fee of \$25,000. The findings would establish commercial priorities, measurable targets, and the appropriate scope for a subsequent implementation engagement.

STAGE 2: Following the diagnostic, we can decide how to move forward, depending on the support HarrisX needs:

- **OPTION 1 | Advisory:** I provide general strategic guidance and sales tools, while the HarrisX team leads execution.
- **OPTION 2 | Growth Partnership:** I work alongside the HarrisX team to build the sales process, advance opportunities, and develop internal capabilities.
- **OPTION 3 | Commercial Leadership:** I take a more active leadership role, directing the commercial program, driving strategic opportunities, and strengthening the sales team.

The momentum we can build on

When we last met, you described strong commercial traction, a more sophisticated approach to querying proprietary information, and approval for continued investment in the technology. You also articulated the enterprise problem AskTheo is positioned to solve: *organizations have accumulated valuable data and institutional knowledge but lack the tools to turn those assets into actionable insights and better decisions*. HarrisX brings established client relationships and deep research expertise to this opportunity.

The initial diagnostic would connect AskTheo capabilities and product evidence to specific buyer needs, helping us focus the sales effort on the strongest current opportunities.

The commercial challenge

You also identified a critical challenge: competing internal demands and the need to strengthen your team's ability to sell across HarrisX's products and services. Converting opportunities into sustained revenue requires clear ownership of qualification, preparation, follow-up, proposals, and client activation. My engagement would establish that structure and equip your team to execute it consistently.

The opportunity

I would bring the audience definition, commercial positioning, editorial judgment, and team leadership that have shaped my work with 2WAY and Punchbowl. My focus would be on translating your technical expertise and strategic vision into buyer conversations, usable sales materials, and a disciplined sales process. I would draw on targeted relationships where they can advance clearly defined opportunities.

The goal is a team that can articulate AskTheo's value, identify suitable buyers, and move opportunities forward with less reliance on your day-to-day involvement. Commercial targets would be set against the diagnostic baseline.

STAGE 1: SALES DIAGNOSTIC

The proposed one-month diagnostic is a standalone engagement at a fixed fee of \$25,000, covering at least eight (8) consulting days across 30 calendar days. It provides a focused first phase to assess commercial readiness, identify priorities, and establish a clear path forward. I would work directly with you and the team members responsible for sales, product, delivery, and finance.

Sales Diagnostic: Scope and Activities

- **Interview key stakeholders.** Conduct at least six (6) interviews total with HarrisX leadership and team members responsible for sales, product, and delivery, as well as customers or prospects where access and permission allow.
- **Evaluate recent sales activity.** Observe three (3) to four (4) live sales calls and review up to ten (10) recent opportunities, including wins, losses, and stalled discussions. Trace who originated the opportunity, what the buyer needed, where it slowed, and how much of your time it required.
- **Establish a commercial baseline.** Review available pipeline records, proposals, and relevant commercial data. Distinguish AskTheo subscriptions, paid pilots, research services, and advisory engagements, and assess pricing, delivery effort, and recurring revenue where records are available.

- **Understand product features and roadmap.** Review AskTheo with the product owner to understand the workflows ready to sell, the evidence buyers need, and the setup, support, or development required for priority use cases.

The Readout: What You Receive

At the end of the diagnostic, you will have a clear assessment of HarrisX's commercial readiness, the priorities most likely to drive growth, and a practical plan for building a more effective sales operation.

Deliverable	Decision it supports
Commercial diagnosis and baseline	Identify where opportunities stall, where CEO time is required, and what the team can take over.
Buyer and offering priorities	Evaluate two priority buyer/use-case hypotheses, recommend an initial commercial focus, and clarify how AskTheo and HarrisX research and advisory services fit together.
Sales process and ownership map	Establish qualification criteria, stages, required next steps, named roles, and rules for involving you.
Initial draft of buyer-facing materials	Provide an initial AskTheo commercial narrative, a use-case brief, a discovery guide, and a pilot/proposal outline.
Implementation recommendation	Prioritize next steps, staffing and investment needs, and recommend whether to proceed, adjust the scope, or pause.

Timeline

- **Week 1.** Establish access, objectives, and the commercial baseline.
- **Weeks 2 and 3.** Evaluate calls and opportunities, test buyer hypotheses, and develop the sales process and accountability structure.
- **Week 4.** Present the diagnostic readout, priorities, and a recommendation on the scope and structure of any continuing engagement.

You would receive editable draft sales materials, supporting opportunity analysis, and a working session with the team. Any subsequent engagement would be agreed following the readout.

COST: \$25,000

STAGE 2: THREE-MONTH ENGAGEMENT OPTIONS AFTER THE DIAGNOSTIC

The diagnostic would give us a clear view of where I can be most useful as you build on AskTheo's momentum. From there, I propose a three-month engagement focused on putting those findings into action: advancing priority opportunities, strengthening the team, and building a sales operation that can sustain HarrisX's growth.

I envision three ways we could work together. Each offers a different level of involvement, from strategic guidance to hands-on commercial leadership. At the diagnostic readout, we would choose the approach that best fits your priorities and gives the team the support it needs to move forward.

Three Levels of Engagement

	OPTION 1: ADVISORY	OPTION 2: GROWTH PARTNERSHIP [Recommended]	OPTION 3: COMMERCIAL LEADERSHIP
Description	Provide general guidance on positioning and sales support	Build the primary sales offering, buyer materials, and repeatable sales process	Lead commercial strategy across up to two sales offerings, including buyer positioning, materials, and execution
Account involvement	Review and advise on up to 3 active accounts; HarrisX manages buyer outreach and follow-up	Work alongside HarrisX on up to 6 active accounts, including buyer meetings, proposals, and follow-up	Oversee up to 10 active accounts and personally advance 3–5 strategic opportunities within those accounts
Sales management & coaching	Monthly coaching and account review; HarrisX manages daily execution	Weekly pipeline reviews, account prioritization, and coaching of the commercial lead	Direct the assigned commercial team, lead weekly pipeline and forecasting reviews, and coach sellers.
What HarrisX gains	A defined sales approach and practical guidance for its team to execute	A functioning sales process, active deal support, and a trained internal commercial lead	Hands-on commercial leadership, strategic account advancement, one focused AskTheo sales campaign, and stronger internal sales capabilities
Weekly time commitment	About 1 day/week (4 days/month)	About 2 days/week (8 days/month)	About 3 days/week (12 days/month)
Three-month fee	\$30,000	\$60,000	\$120,000

Recommended Approach

Growth Partnership is my recommended starting point, with the diagnostic helping us confirm the right scope and priorities. It provides hands-on support to establish the sales process, test it with buyers, advance opportunities, and develop an internal commercial lead who can sustain the work.

Investment and Next Steps

Each option covers a three-month engagement, with the following total investment:

Advisory: \$30,000 (\$10,000/month)

Growth Partnership: \$60,000 (\$20,000/month)

Commercial Leadership: \$120,000 (\$40,000/month)

Together, we would choose the option that best fits HarrisX's priorities and agree on clear deliverables and measures of progress. The focus throughout would be on advancing opportunities while building the team's ability to sustain growth.

WORKING ARRANGEMENTS AND NEXT DECISION

The people and access required

You would sponsor the engagement, approve priorities, and reserve a weekly 45-minute decision session. HarrisX would provide relevant records, permission to observe calls, and timely introductions to team members and selected customers. I would use HarrisX-approved systems. Product, security, and legal owners would approve claims and commitments about capabilities, data use, and deployment.

HarrisX would designate a commercial lead for day-to-day execution and provide product and delivery support. Under Commercial Leadership, I would lead one AskTheo sales campaign, including its audience, offer, outreach materials, and follow-up. HarrisX would support outreach, scheduling, and demonstrations; campaign opportunities count within the ten-account limit.

Commercial terms

The standalone one-month diagnostic fee is \$25,000: \$12,500 at kickoff and \$12,500 at the readout. At day 30, we would decide whether to proceed and select the appropriate option based on the findings. I would then ask for a separate three-month contract under that option, invoiced monthly in advance. Fees cover my work and deliverables within the agreed scope and capacity. Travel, paid tools, specialist support, recruiting, event costs, and material scope changes require advance agreement. Any success-based component requires a separate written decision defining attribution, payment basis, and duration.

Scope and authority

The engagement covers AskTheo commercial development and the HarrisX sales process and services relevant to selected accounts.

I would direct, coach, and execute the agreed commercial work within the authority of the selected option. HarrisX retains final authority over contracts, pricing, staffing decisions, and product commitments. Product and delivery owners manage technical setup, onboarding, and pilot implementation; I coordinate commercial scope, buyer reviews, and the decision about continuation. Technical development, formal security assessments, legal work, CRM migration, and full-time sales coverage require the appropriate HarrisX owner or a separately agreed resource.

We would measure opportunity quality and movement, campaign learning, team execution, and the operating assets delivered. Closed revenue and campaign conversion depend on buyer decisions and product readiness; they are outcomes to pursue rather than guaranteed deliverables.

Next decision

I recommend starting with the \$25,000 one-month diagnostic. The readout would establish priorities, draft buyer materials, and a practical implementation plan for the following three months.

I'm excited about the opportunity to work together and ready to get started.