ScaleUpArena
International Growth Ecosystem
Shifting-The-Needle on Traction, Growth & Value

Turnaround-to-Takeoff Plan™

Board-level Venture Rejuvenation in the AI-ce Age

Purpose

The Turnaround-to-Takeoff Plan™ delivers a focused, board-level intervention designed to restore momentum, remove performance constraints and reset the venture onto a clear, measurable recovery trajectory. It provides an evidence-based view of where progress has stalled, why, and what must change to rebuild traction and leadership alignment. It enables executives to take a pragmatic and proactive view of their venture, subsidiary, division or organisation, nationally, regionally or globally, ensuring the business is stabilised, realigned and positioned for renewed progress in the AI-ce Age.

1 DIAGNOSTIC	2 ROADMAP	3 VELOCITY
Clear, evidence-based diagnosis of performance constraints and strategic priorities.	Milestone-led roadmap defining the most effective route to recovery and renewed traction.	Measurable progress, aligned leadership and restored operational stability and performance.

Why it matters

Because recovery without structure leads to repetition. Sustainable traction, investor confidence and enterprise value depend on resolving root causes, defining measurable milestones and re-establishing disciplined execution at board level. The Turnaround-to-Takeoff Plan™ provides a disciplined pathway from performance constraint or strategic drift to structured execution and optimization.

Who is it for

For founders, boards and executives facing stalled traction, funding friction, operational underperformance or strategic drift, and who require a structured reset before accelerating growth. Ideal for ventures seeking to restore credibility, realign leadership and define clear recovery milestones prior to entering Venture Optimisation Sprints or progressing toward a Taxiing-to-Takeoff Plan™.

Deliverables

Diagnostic Review, Board-level assessment of performance, leadership alignment, and market position.
Priority Roadmap

Focused plan, outlining the most effective route to achieve agreed milestones.

Optimisation Framework, defined actions, milestones, and KPIs to drive measurable achievement.

Executable Plan, concise, executive-level overview of strategy, priorities and next actions.

Basis of Charge

Turnaround-to-Takeoff Plan™ fees are fixed, with 50% payable in advance, typically covering three to five days at £250–£4,500 per day (+ pre-agreed T&E), depending on venture stage and turnover. Success or equity participation may apply for early-stage clients, by mutual agreement.

ONSITE and/or ONLINE | FOUNDER, EXECUTIVE & BOARD OPTIMISATION | BOARD-LEVEL REVIEW & ACTION