

A photograph of a city skyline at sunset, with buildings and a bridge reflected in the water. The scene is bathed in a warm, golden light.

Leading Consulting Fee Schedule 2017



CONSULTING SERVICES AND PRICING

Initial Partnership Goals & Needs Assessment: \$2,500

Leading Consulting recognizes the importance of developing a strong partnership with our clients. We define our success by your success and as such, we consider it paramount to take the time to develop a viable and valuable approach to understanding your objectives and providing you with superior service to achieve them. Instead of quickly securing your business by signing a hastily developed service agreement, we believe we are best able to meet our goal of satisfying your needs by fully exploring what you need most and developing an agreement to deliver just that. We initiate our working relationship with clients with a one-month needs and goals development discussion that will serve as the basis for our service agreement. If we mutually determine sufficient value-add from Leading Consulting in meeting your stated objectives and sign a service agreement, a portion of this assessment fee will be credited to your account and deducted from your first invoice.

Stakeholders Map: \$10,000

A “Stakeholders Map” designed by Leading Consulting provides our clients with an invaluable understanding of the range of stakeholders involved with the decision-making process for product selection and implementation as well as a sense of the parties affected by the solution provided. This information is critical in developing an effective go-to-market strategy as well as designing proper messaging and visioning for the successful sale of any solution.

Product Applications Synthesis: \$10,000

The synthesis of valuable product applications is a tremendous value-add in the creation of a deployment strategy. This analysis will leverage opportunities in multiple, cross-sectoral markets, expanding your revenue possibilities. By identifying these new markets, Leading Consulting provides a broader understanding of success and can develop a stronger business case that maximizes quicker returns and cash flow by generating business in markets with shorter sales cycles.

Network Modeling: \$15,000

By understanding the power and value of partnerships from supply chain partners to distribution and implementation partners or the need for clients and the critical support from key influencers and technology partners, Leading Consulting can develop a Network Model to identify these key players and create the necessary strategy to access and partner with these individuals and organizations. Building on the local intelligence gathered by Leading Consulting’s team, the Network Model will be your guide to engage in strategic alliances, increase your brand and product awareness throughout the local market and position your organization to secure valuable market share.



Focus Group: \$5,000

As cities become more sophisticated in their pursuit and selection of Smart City solutions, they are also becoming more sophisticated in their expectations of vendors. The sophisticated city will not seriously consider a Smart City solution if the vendor has not already assessed the public's need, drive and/or desire for their solution. Regardless of the city's sophistication, being equipped with this powerful data can determine whether you make the sale or not. Leading Consulting will conduct the relevant focus group/market research and use it to inform messaging and strategy.

Risk Analysis: \$10,000

Risk analysis has become a key element for the viability of any company and institution, which must face a large number of contingencies, unforeseen scenarios, and uncertainties related to the nature of its own activity. In addition, in the current context, there is a growing need to generate tools based on risk analysis to develop fields of action such as that related to Compliance. For this reason Leading Cities offers its clients the possibility of performing ad hoc risk analysis, as well as the generation of methodologies adapted to their needs.

Space/Presence: \$75,000 per year

For our clients who seek to expand into new international markets, Leading Consulting recognizes the enormity of the opportunity for revenue generation as well as the expense of establishing a critical presence locally. To provide a more cost effective solution as an initial step towards creating a permanent presence, Leading Cities offers the option to represent your organization with both a physical space and part-time staff person. This combination of space and talent provides you with a powerful presence that allows potential clients, partners, funders, etc. access to your organization beyond electronic communications and saves significant investment by reducing the need for travel as well as other costly requirements such as funding an entire office, employment infrastructure, creating a legal entity and/or taxation compliance system.

Smart Cities Expo: \$10,000

As part of the Leading Cities suite of opportunities, we can provide you with global exposure at a premium location within the Smart City Expo—the world's largest Smart City event. Your presence in the Leading Cities Pavilion includes exhibition space, pavilion design and build, electricity, internet, Two Exhibitor Passes, one dedicated station, shared meeting spaces, storage area, a first-come-first serve reservation for a 1-hour session in the Speaker's Space and much more.



Communications Analysis: \$7,500

With our deep understanding of local markets, audiences, decision-makers and funders, Leading Consulting can work with you and your team to properly design and shape your communications messaging and strategy. We provide an in-depth analysis of your proposed strategy and messaging approach and present recommendations to maximize your communications investment by tailoring it to the local context. We also have a team of designers that can provide insight for the development a communication lines in the Smart City field

Accelerator- Basic: \$500

Access to a two-month Accelerator Education Program with leading experts who provide valuable insights and information regarding a full range of emerging business needs and requirements.

Accelerator- Silver: \$1,500

In addition to the access of the Accelerator Education Program, Silver level participants also have access to potential funders, shared office space and six hours of direct mentorship from our team of junior advisors.

Accelerator- Gold: \$15,000

In addition to the offerings of the Accelerator Silver package, Gold level participants will have dedicated exhibition space in the Leading Cities Pavilion at the Smart Cities Expo and World Congress in Barcelona, Spain. Also included in the Gold level participation is the access to 20 hours of total direct mentorship with one session each week with a senior advisor.

Accelerator- Platinum: \$30,000

In addition to the offerings of the Accelerator Gold package, Platinum level participants will receive a total of 32 hours of direct mentorship with up to three sessions a week with a senior advisor. Further benefits include the development of a Stakeholders Map, Product Applications Synthesis and guaranteed entry into the Boston Boot Camp, an intensive program of mentorship and access to Boston's entrepreneurship ecosystem, culminating with a Demo/Pitch day and access to potential funders.

Funding Opportunities: 5% of total funds received

By leveraging Leading Cities network of global decision-makers and business leaders, Leading Consulting can provide introductions to potential funders at various funding stages. These introductions and connections can serve as a critical gateway for your organization to reach a higher level of growth and success.



General Consulting

Hourly: \$250-\$500 per hour

Monthly Retainer: Minimum \$5,000 per month

Beyond the specific services listed below, Leading Consulting provides a broad array of additional consulting services ranging from market messaging development and product design, to lead generation and partnership introductions. These additional services can be packaged according to your specific needs or utilized at an hourly rate. Monthly retainers are determined based on expertise needed and expected average hours utilized per month and offer a further discount than our hourly rates.

Customized Projects: Pricing Varies

In addition to the services listed above, Leading Consulting also offers customized, project-based consulting to create a services package that meets your specific needs and reduces your costs. These projects are developed on a case-by-case basis and pricing is determined based on requirements for successful delivery.

