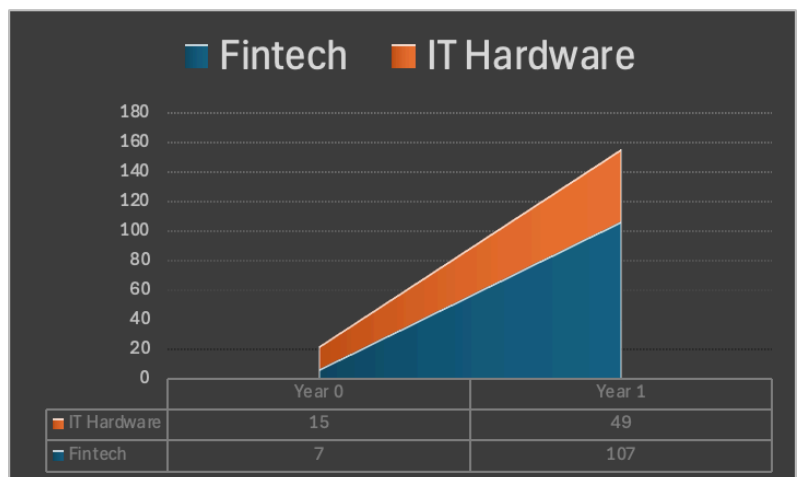# From Strategy to Scale: The Shail Advisors Playbook

How we turned **public-sector projects** into scaled outcomes and helped companies **unlock B2G opportunities** with strategy and execution that delivered results

HyperScale

Shail Advisors enabled a leading fintech to achieve **15X growth in government agreements** and helped an IT hardware distributor secure **3X more tender wins** through structured B2G strategy, partnerships and execution.

	Fintech	IT Hardware
IT Hardware	15	49
Fintech	7	107
	Year 0	Year 1

Product
1. Digital Payment Systems: Secure payment gateways and financial inclusion tech
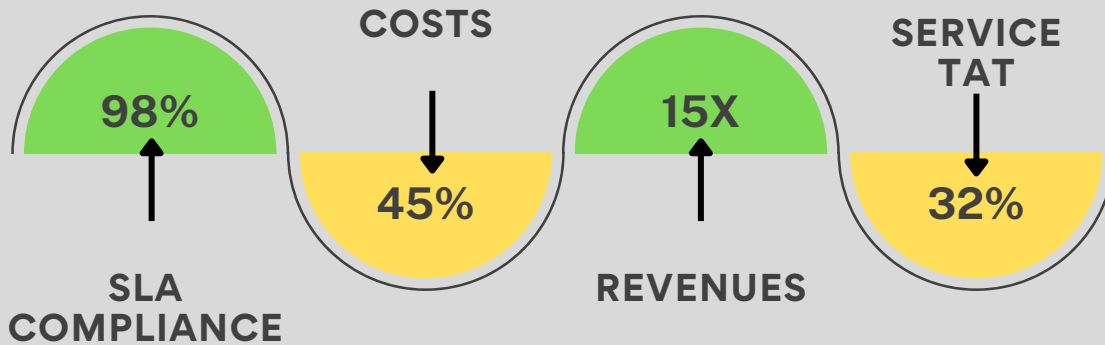2. IT Hardware & Peripherals: Servers, laptops, UPS and POS terminals

Problem
1. Slow government deal cycles
2. Low visibility into decision timelines
3. Low tender win rates

Actions
1. Parallel multi-state pipeline and distribution partnerships
2. Secured MoUs for faster pilot starts
3. Implemented a tender intelligence system

IMPACT
Faster government deal conversions, diversified revenue growth and established scalable, system-driven growth models

SLA COMPLIANCE	COSTS	REVENUES	SERVICE TAT
98%	45%	15X	32%

In summation: Best Practices

- Market Mapping: Identified high-potential government segments, opportunities and channels
- B2G GTM Strategy: Aligned offerings with tenders, schemes and priorities
- Partnerships: Built strong state-level and distribution alliances
- Sales Enablement: Strengthened pipeline tracking and deal conversions
- Execution Support: Drove on-ground delivery and revenue growth.

Risk	Mitigation Strategy
Long Procurement Cycles	Build a parallel multi-state pipeline; pursue MoUs and pilot projects to create early momentum
Eligibility & Compliance Gaps	Maintain a centralized document repository and partnered with eligible system integrators
Policy or Budget Volatility	Use scenario planning and portfolio diversification across partners/states; align with long-term programs and schemes.
Low Adoption Post-Deployment	Implement phased rollouts with SOPs, provide stakeholder training and linked partner incentives to adoption metrics.
Bureaucratic Relationship Dependence	Establish multi-layered relationship management, document institutional touchpoints