

The Hypergrowth Advisory



THINK FEEL EXCEL™

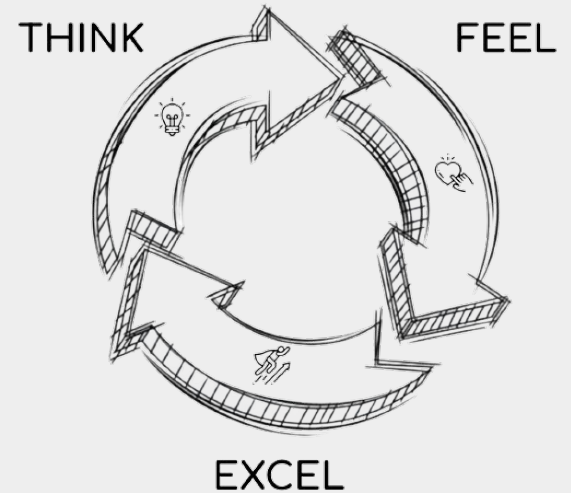
About Think Feel Excel

THINK FEEL EXCEL™ is a **growth advisory** founded by Tobias Florian Eppler, to **help companies really hyperscale**.

Having consulted Enterprise clients at McKinsey & Co., as well as scaled a business 20x as Chief Revenue Officer and GM, Tobias used this knowledge to develop a proprietary growth framework and found a unique advisory that **focuses on the scaling phase of the business**.

Fueled by more than 10 years of practical Sales & Marketing experience, Think Feel Excel is the competent advisory to help you scale your company to new heights.

Start your Hypergrowth journey today!



Why Think Feel Excel?

The growth advisory landscape

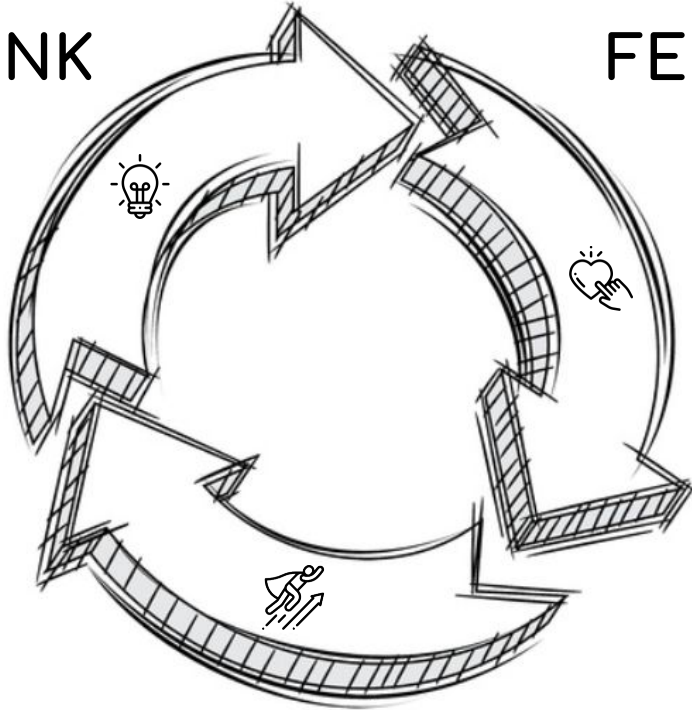


- ✓ **Tangible advise and fast results**, based on strategic & operational excellence, along all growth functions
- ✓ **Only official TFE™ advisory**, go with the OG not the rip off
- ✓ **Fair & transparent pricing**, so your investment has a positive ROI all the time
- ✓ **Most charming sparring partner**, who actually achieved hyper-growth (and does not only philosophize about it ;) and cares that you do too!



THINK

FEEL



EXCEL

*The only growth
framework you'll
ever need TM*



Why Think Feel Excel™ for Hypergrowth?

Think of a start-up you know that should grow, but doesn't. What do you think is the reason?

Maybe they lack strategic foresight or don't use analytics to really identify their next customer potential - in one word, **they don't think enough**, but just do.

Or they are extremely analytical, have all the right priorities, but they just can't ignite themselves and their teams to follow through - **they just can't seem to feel strongly enough**

Lastly, and most commonly they actually have strategic prowess, plus a highly involved team, but are incredibly inefficient in bringing it to the street - **they just don't seem to excel**

These common reasons lead to the creation of the integrated framework, that on the one hand is utterly simple, but on the other hand so hard to master. **Think Feel Excel - the hyperscaling advisory**



The three discipline to holistic growth



Description

The **foundational** step, thinking about your growth strategy; utilizing data and prioritization methods for more informed decisions.

The **important** step, of honing in on your educated gut feel; but also of bringing your team with you, emotionally, by having a great comms strategy.

The **forgotten** step, as execution excellence is very often lacking in a world of 80-20; the difference between unicorn and failure.

Focus of the Hypergrowth Advisory

- ❖ Business planning for initiatives
- ❖ Prioritization maps
- ❖ Market research
- ❖ Key KPI Dashboards
- ❖ Org set-up

- ❖ Reflective practice
- ❖ Communication guidelines
- ❖ Collaborative decision making
- ❖ Diversity management

- ❖ Implementation plan
- ❖ Project management office (PMO)
- ❖ Growth playbooks
- ❖ Hiring of top growth talent

Our Offer

Disclaimer

With Tobias Florian Eppler's currently holding an active role as Chief Growth Officer, **capacities are very limited** to work with him directly. The TFE Consulting suite, is therefore currently not available in its full extent.

He still offers a **limited amount of TFE™ Hyper Coaching**.

Note: coaching sessions will be held primarily on Saturdays.



The core pillars of the advisory

Hypergrowth

The intense **TFE™ Hyper Coaching**, can be either used as stand-alone booster for your leadership and company or added to ensure maintenance of a consulting project; it mixes hands-on business advice & deep-dives with personal coaching along the TFE framework

The proprietary **TFE™ Assessment**, gives a clear indicator which of the three disciplines to focus on first and what the current readiness of hyperscaling is

TFE™ Consulting, is the hands-on strategic implementation service to help you achieve hypergrowth; why experiment on your own, when you can get expert help

TFE™ Trainings & Workshops, help either to upskill specific teams and areas, or establish a company wide understanding of hypergrowth spirit



THINK FEEL EXCEL™ Framework

Based on a first exploration and chemistry call, we can derive which components may be best suitable to the individual organization

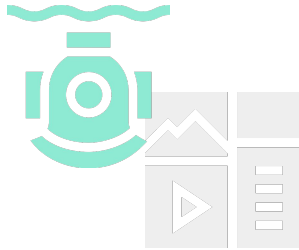


TFE™ Hyper Coaching

Deep Dives and support with building your growth machine

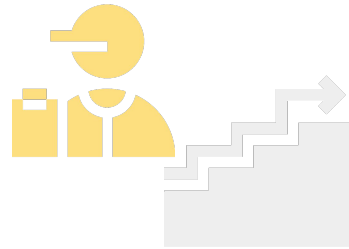
Focus points:

Leadgen Optimization, GTM & Sales Playbook, Process & sales cockpit improvement



Personal Development to become a hypergrowth leader

Performance management, GTM leadership journey (individual -> leader -> leader of leads)



Second opinion on decisions and growth levers

Challenge against GTM theory and practical experience, unbiased view



TFE™ Hyper Coaching is a hybrid between hands-on deep-dives into concrete GTM topics (e.g., review of email marketing, input to pitch deck, org set-up etc.) **and personal coaching**, along the tumultuous journey of being a GTM leader or founder; **focus is on tangible results** and actually bringing you and your business to the next level

TFE™ Assessment

Identification of THINK FEEL EXCEL™ Deficit *|**|***

Methodology:

Proprietary Self-Assessment Questionnaire for you and your growth leaders



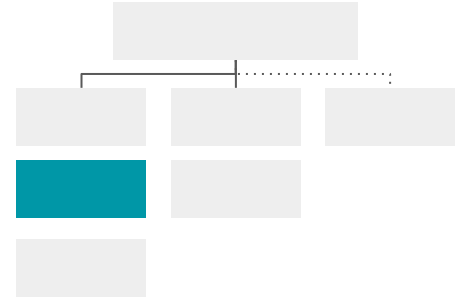
Identification of Growth Funnel Breaking Points **|***

BP Review, Financial Analysis, Shadow Calls & Customer Experience Journey Analysis



Identification of Structural Breaking Points ***

Expert & Team Interviews, Project Set-up Analysis, Meeting Structure Review



Get a second expert opinion about your hypergrowth capabilities. After contrasting the self-assessed THINK FEEL EXCEL™ gap against factual financial and structural shortcomings, you will receive a detailed **TFE™ Hyergrowth Must-Do list** helping you to identify areas / levers to pursue to achieve hypergrowth. **Perfect for due-diligence.**

** Incl. in Lite Assessment ** Incl. in Regular Assessment *** Incl. in Expert Assessment*

TFE™ Consulting

TFE™ Business Coachings

Description: 2 hour 1-on-1 sessions (bi-weekly or monthly) with your TFE™ sparring partner



Low

TFE™ Consulting Project

Traditional full-time consulting / implementation project (scope depends on topic)



Level of Strategy & Implementation Support

TFE™ Interim Freelancing

TFE™ Partner becomes part of your team for defined moment of time (incl. line mgmt.)



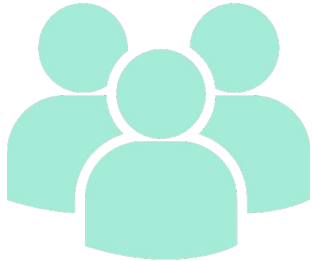
High

After the TFE™ Assessment, you can **choose what level of support** you actually need to translate the identified levers into tangible revenue growth. From occasional business coachings, to validate next steps, over project based support and material creation or full on interim management. So it suits your needs and your budget.

TFE™ Trainings & Workshops

Growth Strategy Workshops

Type: TFE™ Growth Lever Ideation and Prioritization Workshop



Growth Department Trainings

Sales Trainings, Value Messaging Trainings, Outbound Marketing Training



The Company-wide TFE™ Ignition

Inspirational guest speaking, explaining TFE, and sharing pitfalls and must-dos of hypergrowth



Whether as standalone or as a continuation of a TFE™ Consulting Project, our Trainings and Workshops bring tacit knowledge and the framework of TFE™ to a larger audience. We pride ourselves on making these experiences fun and memorable, as well as content strong, as learning can and should be fun.

Transparent Pricing

TFE™ Hyper Coaching

Session (1.5 hrs) **900€**

TFE™ Assessment

LITE TFE™ Assessment	1000€
Full Assessment Regular (3 days)	6000€
Full Assessment Expert (5 days)	10000€

TFE™ Consulting

Daily Rate (<5 days)	4000€
Daily Rate (5-10 days)	3000€
Daily Rate (>15 days)	2000€

TFE™ Trainings & Workshops

Half-day	3000€
Full-day	5000€
2-day WS	8000€

Equity compensation or performance based compensation models, available after Full Assessment.



Tobias Florian Eppler

Short summary

Tobias Florian Eppler, is the founder of **Think Feel Excel - The Hypergrowth Advisory** and a full-blood growth lover.

His passion for growth, has started in his early years, when he started selling products at 8 years old. Over the years, Tobias was able to professionalize this passion, by both gaining operational experience in growth functions of world-renowned companies, as well as strategic and theoretical insights during his studies at WHU and years as Marketing & Sales strategy consultant at McKinsey & Company.

Having moved into the start-up and scale up world, Tobias realized that with the combination of strategic, emotional and implementation excellence, many scale ups could yield significant better results. He showcased this by scaling HeyJobs 40x along the lines of his TFE™ framework, guiding at the end of his tenure more than 250 people along 4 distinct growth departments.

With Think Feel Excel™, Tobias wants to bring this hack to hypergrowth to a wider audience and instill the same passion for growth than he has.



Tobias Florian Eppler (MBA/MSc)

Vita

2023+	CEO	Think Feel Excel
2023- 2018	CRO & General Manager B2B	HeyJobs GmbH
2018- 2016	Senior Consultant (Marketing & Sales)	McKinsey & Co.
2014 & 2013	Sales & Service Associate	Google Inc.
2012 & 2011	Marketing Internships	Porsche Design Daimler AG

Known from:



Current Angel Investments



Leato

For too long the \$370 billion Learning & Development (L&D) market has been a standardized and one-size-fits-all function for employees. Companies have now understood that individualization in the personal growth journey of every employee is the key to any successful business strategy.

That's why Leato is on a mission to unleash everyone's potential and change the way people learn, grow and strive for the better by giving them access to the best learning resources with their **B2B L&D marketplace**.

MIRUM

With luxurious candles, Mirum is bringing sustainably sourced soy candles with jewelry (similar to breakout hit JuwelKerze) to Mexico and Latin America.

With high pre-order volumes and great economics, Mirum wants to become the **leading household name for premium candles in Latin America**, by profiting from the e-commerce boom and the search for Instagrammable presents.





THINK FEEL EXCEL™

*What are you
waiting for?
Let's hyper-grow
together!*

