



# Investor Readiness

A Case Study



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## Strategic Positioning and IP Readiness for an AI-Powered Talent Platform

A solopreneur approached us with an ambitious concept: a digital platform powered by AI to streamline the discovery and booking of models and influencer talent.

Our support included **market research, strategic planning, and legal and commercial due diligence to prepare the business for external investment and growth.**

### 1. Credibility Strategy for Deep Tech

At the core of the platform was an AI-enabled engine for automated search, filtering, and talent matching.

We helped **reposition the platform from a purely technical innovation to a hybrid solution bridging the worlds of digital casting, influencer platforms, and traditional modelling agencies.**

The messaging was tailored for creative professionals, brand partners, and investors—shifting the story from “what it does” to “why it matters.”

This repositioning made the offer clearer to B2B buyers and differentiated it in a crowded and fast-evolving landscape.

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## 2. Market Validation & Early-Adopter Strategy

We conducted a **comprehensive market assessment, analysing digital casting trends, competitor positioning, and segment shifts between traditional agencies and influencer platforms.**

Key trends we highlighted included:

- The rise of influencer-model hybrids with content creation capabilities
- The growing demand from modelling agencies themselves for scalable, tech-enabled platforms
- Platform design features (e.g., visibility filters, non-exclusivity models) that would mitigate risks of agency conflict and poaching

Our research helped identify two viable early-adopter segments: casting directors and agencies themselves. We advised on pilot pathways and lean experiments to validate demand without significant upfront spend.

## 3. Investor Readiness and Due Diligence

As the founder prepared to seek early-stage funding, we supported their investor readiness with a focus on risk, credibility, and strategic milestones. This included:

- A roadmap for refining the pitch deck and aligning the narrative with investor priorities
  - Recommendations on financial storytelling, capital efficiency, and potential traction metrics
  - A detailed risk-mitigation plan for investor confidence, highlighting defensibility in a market shaped by entrenched agency relationships
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We also conducted a light-touch due diligence review, identifying structural gaps and offering guidance on governance, decision-making, and fundraising strategy.

## 4. Intellectual Property (IP) Analysis and Strategic Advice

We delivered a targeted IP review, recognising that much of the platform's future value hinged on defensibility and technological uniqueness. Our recommendations included:

- Clarifying ownership of proprietary code, algorithms, and data workflows—particularly where third-party tools were used
- Introducing NDAs and contributor agreements to safeguard ideas during discussions with collaborators and partners
- Advising on provisional patent filings and a staged approach to IP formalisation, aligned with fundraising and platform milestones
- Highlighting the need for ongoing market intelligence tracking (e.g., monitoring competitors' patent activity)

## Outcome

The depth and strategic quality of our work reflect our ability to:

- Translate complex innovation into commercial stories
- Prepare ventures for investor engagement and legal scrutiny
- Identify opportunities for lean validation and early traction
- Offer IP foresight and structural guidance from day one

This project is representative of our broader approach: acting as a strategic partner to early-stage ventures, offering not just advice—but a framework for credible growth.

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**Need help with market research, data analysis, market projection or forecasting?**

**Reach out to us!**

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