



The Eklipse Method

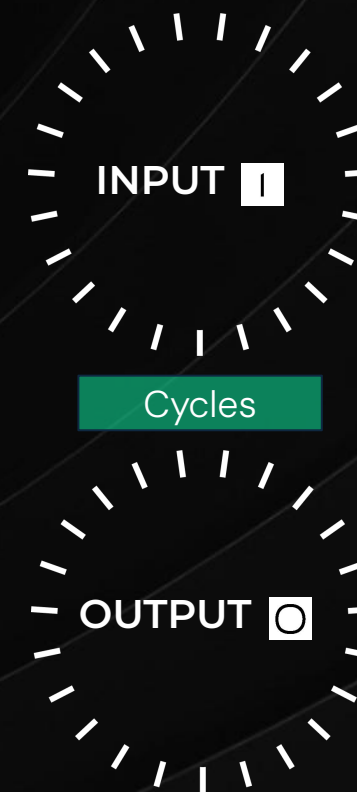
Methodology Deck V.1

EKLIPSE | The 3-Cycle System

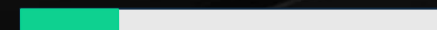
The Eclipse method is a 3-cycle system for founders navigating critical inflection points.

Each cycle runs for one month, building clarity, alignment, and execution momentum through targeted interventions that sharpen strategic inputs **(I)** and outputs **(O)**.

The result: **Strategic Velocity** with **a new system** companies can use to regain strategic leverage and achieve **greater velocity** — **speed with direction.**

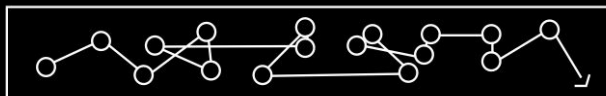


STRATEGIC VELOCITY



What EKLIPSE Replaces

EKLIPSE replaces fragmented founder execution with a structured 3-month cycle for strategic realignment.



Without a system:

Confused messaging

Slow decision-making

Misaligned teams



With a system:

Clarity — decisions become easier

Alignment — teams and stakeholders move together

Execution — strategy and messaging scale beyond the founder

Built in 3 cycles.

Our role is to bring an independent perspective grounded in operational understanding and strategic insight.

Month 01: Discovery & Positioning

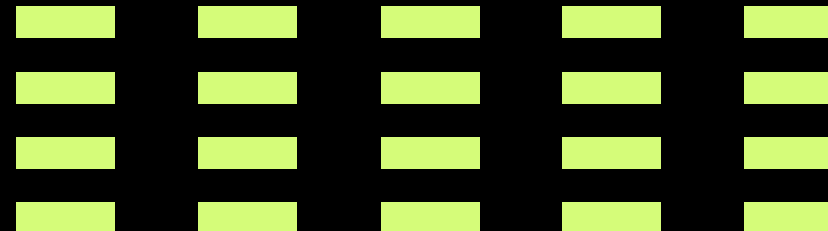
Identity

Month 02: Narrative Development

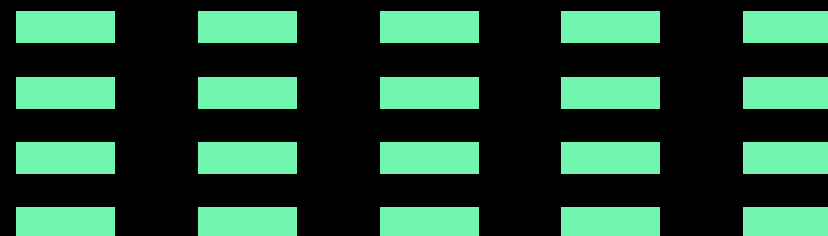
Narrative

Month 03: Systems Integration

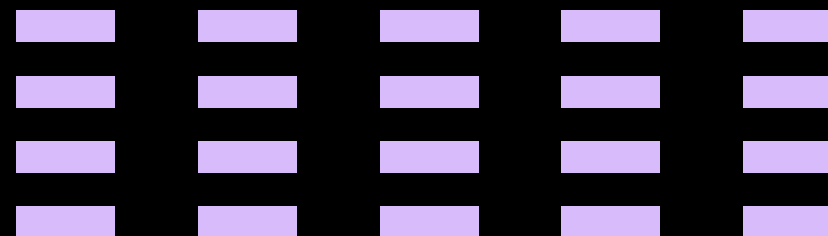
Systems



Month
01

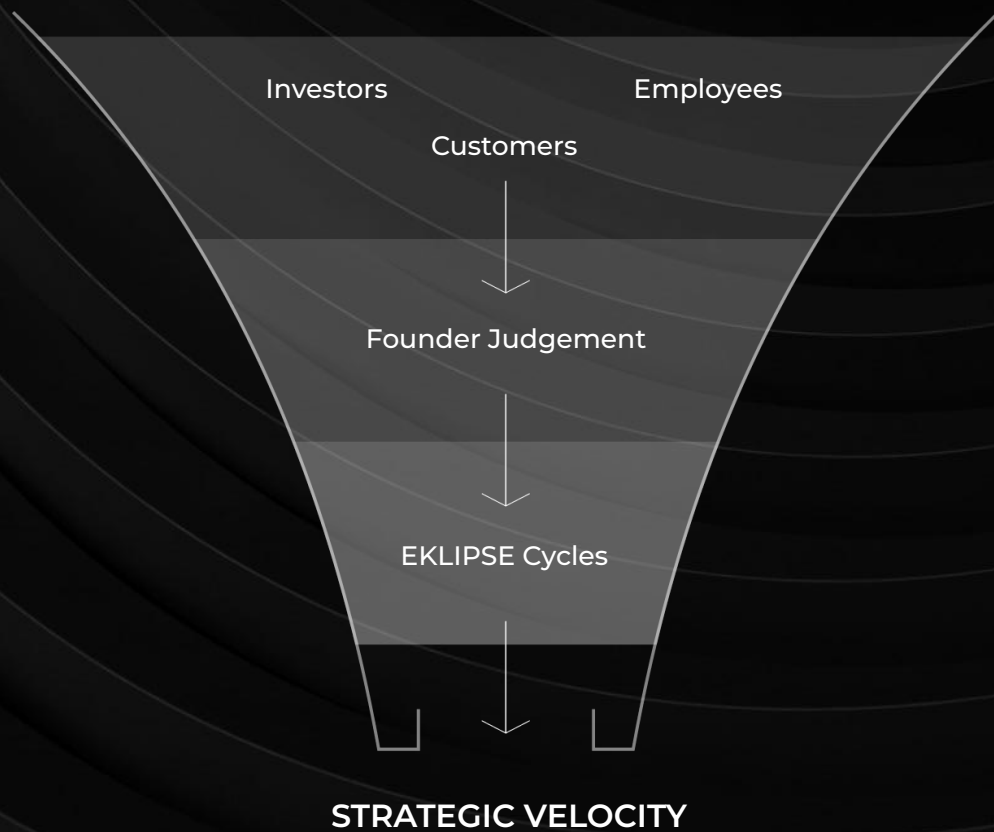


Month
02

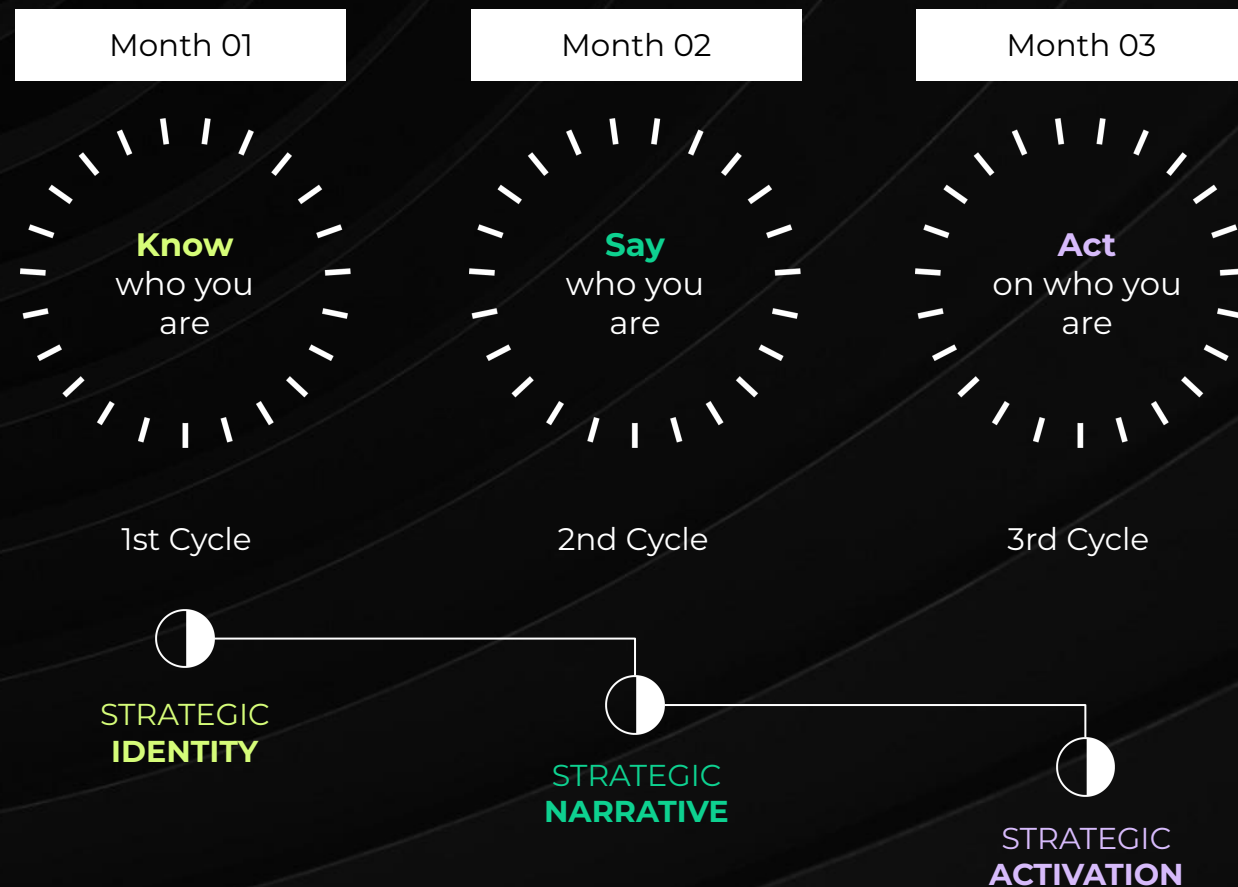


Month
03

OUR PROCESS



THE TIMELINE



Month 01

IDENTITY

Discovery & Positioning

Define where you play.

1

Founder Interviews

Identify growth priorities, internal friction and decision gaps.

1

Market & Megatrend Analysis

Identify external shifts, risks and sources of strategic leverage.

1

Positioning Definition

Define what the company stands for, where it plays and why it matters.

How Month 01 Works



RESEARCH

Founder interviews, existing materials, market context, competitive landscape and macro shifts.

FORMAT

QUESTIONNAIRE



DIAGNOSE & CO-CREATE

Surface strategic tensions, challenge assumptions, identify priorities and test positioning.

FORMAT

EXPLORATORY WORKSHOP



SYNTHESIZE

Translate the research into a clear strategic position and decision framework.

FORMAT

DISCOVERY & ALIGNMENT REPORT

Month 01: Discovery & Alignment

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						
						
						
						

To Do:

 **Every Wednesday:** Founder Interviews, Exploratory Workshops 

 **Final Week:** Discovery & Alignment Report 

 **Other Week Days:** Polaris Capture, Desk Research & Expert interviews

Outcome: Clear Strategic Positioning

Strategic diagnosis

What is changing and where friction exists.



Decision priorities

Where founder attention and resources should go next.



Strategic identity

Where the company plays and why it matters.



Month 01 Deliverable

Discovery & Alignment Report

MONTH 02

NARRATIVE

Narrative Development

Define who you convince.

Choose one audience:

I

Investors

I

Customers

I

Employees

Pick one Audience.



Investor narrative

Why this company can win and why it is worth backing.

FORMAT

INVESTOR PITCH DECK



Customer narrative

Why this matters to me and why I should choose it.

FORMAT

SALES PITCH DECK



Employee narrative

Where we are going and how my work contributes.

FORMAT

FOUNDER UPDATE

Month 02 Narrative Development

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						
						
						
						

To Do:

 **Every Wednesday:** Test Narrative 

 **Final Week:** Narrative & Messaging System 

 **Other Week Days:** Polaris Capture, Visual Anchors

Outcome: Strategic Narrative for Alignment

Investor narrative

Capital, confidence, valuation.



Customer narrative

Demand, adoption, differentiation.



Employee narrative

Alignment, talent, execution.



Month 02 Deliverable

Narrative & Messaging System

MONTH 03

ACTIVATION

Systems Integration

Turn narrative into reality.

Choose one:

1

Company level

1

Product level

1

New business line

Strategy only creates leverage when it changes how the company operates.



Decision-making systems

What gets prioritised and why.

FORMAT

STRATEGIC OS



Communications systems

How strategy is expressed consistently.

FORMAT

EXTERNAL GUIDE



Operating systems

How teams apply it in real time.

FORMAT

INTERNAL GUIDE



Month 03 Systems Integration

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

To Do:

- Every Wednesday:** Founder Check-ins
- Final Week:** Execution Roadmap

Other Week Days: Polaris Capture, Stress-Testing & Back-Testing

Outcome: Strategic Execution System

Narrative Integration

Strategy translated across company, product and audience.



Execution Roadmap

What happens next and how momentum is maintained.



Strategic Architecture

Clear priorities and operating logic.

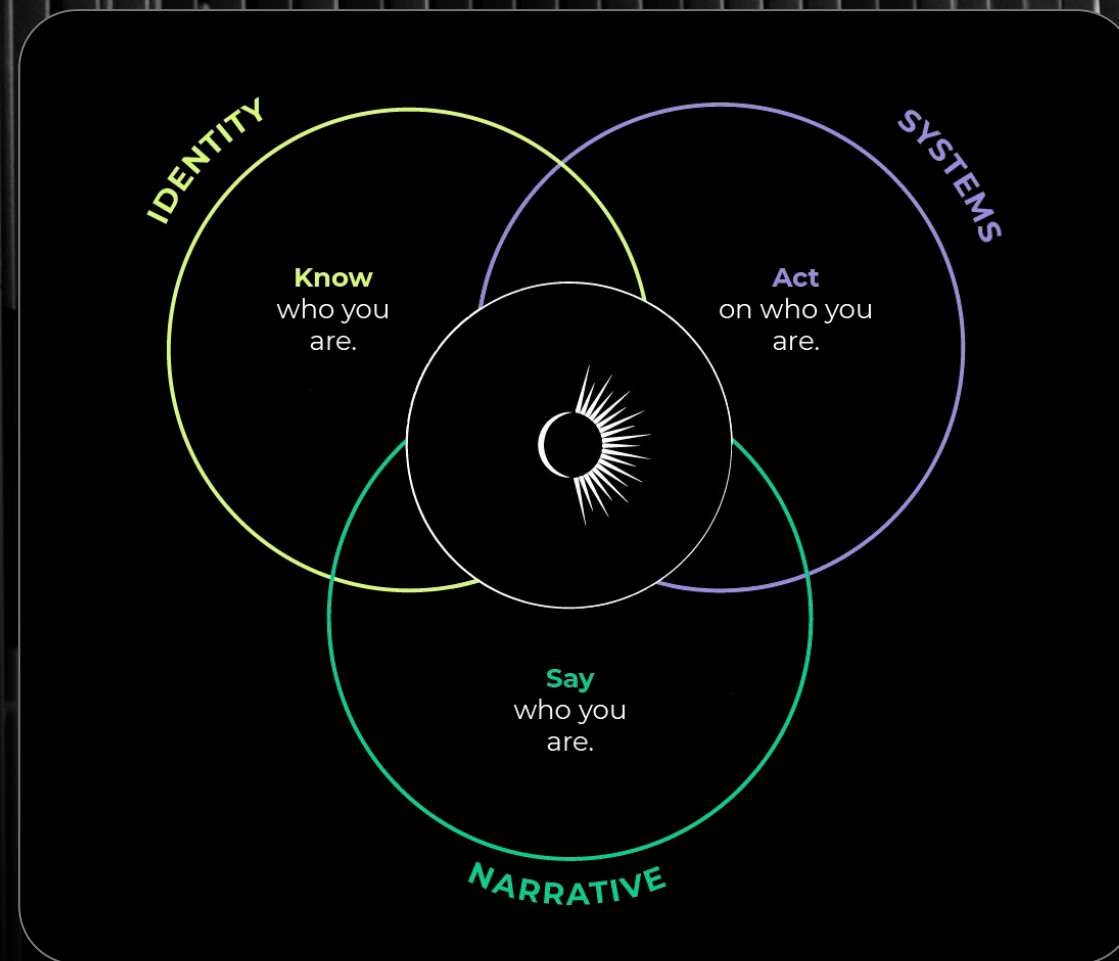


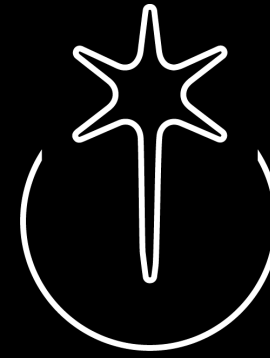
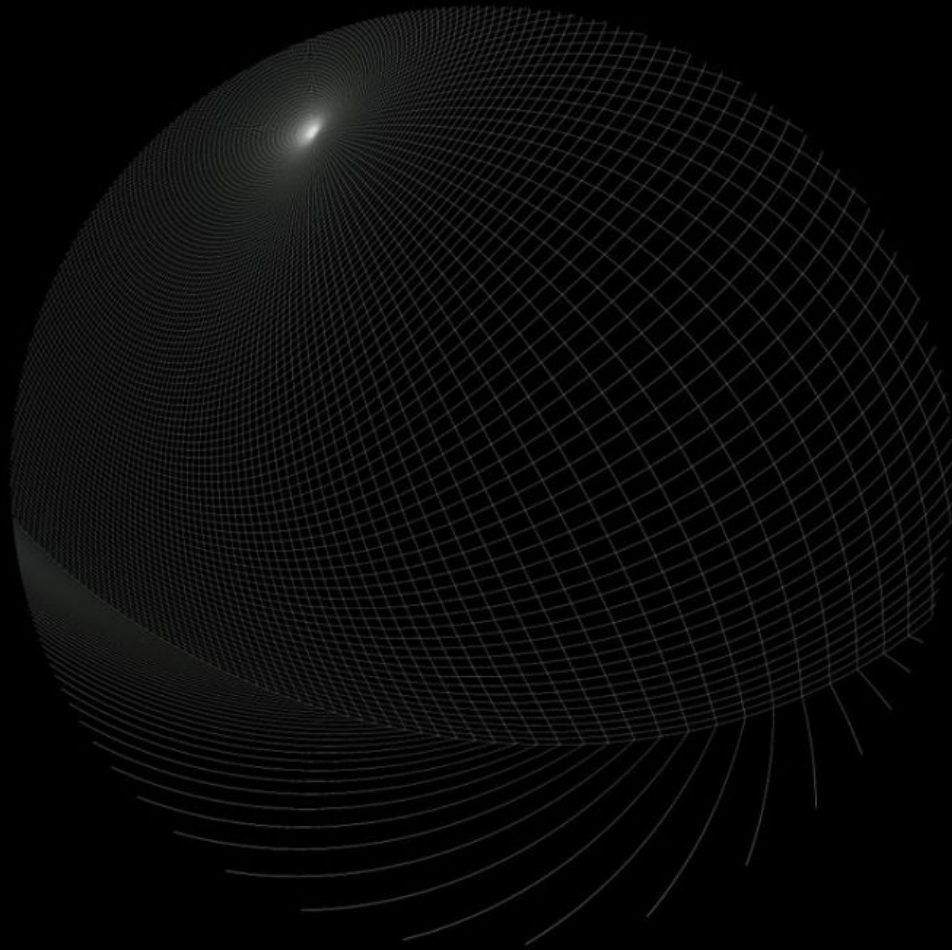
Month 03 Deliverable

Strategic Execution System

What you leave with:

We help founders save one-quarter of their time, by building strategic clarity, stakeholder alignment, and execution momentum in focused 3-month cycles.

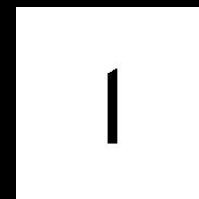




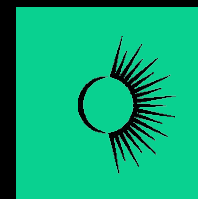
Polaris

PLATFORM — POLARIS: The platform that hosts the Eclipse process and structures the strategic intelligence generated through them.

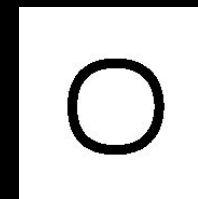
Conceptual Architecture Overview



INPUTS



EKLIPSE
PROCESS



OUTPUTS



STRATEGIC
OS



Eclipse

New York | London | San Francisco

Thank you

Got more questions?

| eclipses.io |

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